

PHONE: Binghamton 2-3461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cleveland & Stokes. TIME ON THE AIR: (Daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President John C. Clark
 Station Manager Cecil D. Mastlin
 Advertising Manager Fred Dodge
 Chief Announcer Tony Wheeler
 Sales Manager Harry Trenner
 Publicity Director Thomas Pritchard
 Musical Director Elizabeth Lamb
 Chief Engineer Lester H. Gilbert

POLICIES

Does not take any whiskey or liquor accounts and takes beer or wine accounts after 9 P.M. Maintains Slovak programs for six months in the year.

Merchandising: Station is fully equipped to assist in merchandising radio advertising programs.

REPRESENTATIVE

Harry Trenner, New York

WARD

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: United States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 427 Fulton St. PHONE: Triangle 5-3301. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Long Island City. TIME ON THE AIR: Shares time. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President Rabbi Aaron Kronenberg
 Station Manager Aaron Kronenberg
 Commercial Manager Oscar Kronenberg
 Artists Bureau Head S. Medoff
 Chief Announcer Jack Martin
 Sales Manager Oscar Kronenberg
 Publicity Director Oscar Kronenberg
 Musical Director S. Medoff
 Chief Engineer Abe Hass

POLICIES

All programs are subject to the approval of the management.

WBBC

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: Brooklyn Broadcasting Corp. OPERATED BY: Brooklyn Broadcasting Corp. BUSINESS ADDRESS: WBBC Bldg., 552-554 Atlantic Ave. PHONE: Triangle 5-6690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brooklyn, N. Y. TIME ON THE AIR:

Shares time with WARD, WLTH and WVFV. MAINTAINS AN ARTISTS BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

General Manager Peter J. Testan
 Commercial Manager Arnold J. Jaffe

POLICIES

Merchandising: Advertisers are offered every assistance in establishing their product. Station sales department will advise and cooperate in dealer promotional campaigns.

WBRR

BROOKLYN

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Peoples Pulpit Assn. OPERATED BY: Peoples Pulpit Assn. BUSINESS ADDRESS: 124 Columbia Heights. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brooklyn. TIME ON THE AIR: Shares time.

POLICIES

Station does not sell time.

WCNW

"FIRST STATION ON THE DIAL"

BROOKLYN—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Arthur Faske. OPERATED BY: Same. BUSINESS ADDRESS: 846 Flatbush Ave. PHONE: Ingersoll 2-1500, 6000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 180 Morgan Ave. TIME ON THE AIR: 7:00 A.M. to local sunset (daily); 9:00 A.M. to local sunset (Sunday). MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Christian Science Monitor.

PERSONNEL

President Arthur Faske
 Station Manager L. W. Berne
 Commercial Manager L. W. Berne
 Advertising Manager J. Ringgold
 Artists' Bureau Head Roger Wayne
 Chief Announcer Vincent Anthony
 Publicity Director J. Ringgold
 Musical Director Roger Wayne
 Chief Engineer Arthur Faske

POLICIES

No liquor advertising accepted. All foreign language programs accepted.

Special merchandising department maintained.

WLTH

"THE RADIO THEATRE OF THE AIR"

BROOKLYN—EST. 1925

FREQUENCY: 1400 Kc. POWER: 500 watts.

OWNED BY: The Voice of Brooklyn, Inc.
 OPERATED BY: The Voice of Brooklyn, Inc.
 BUSINESS ADDRESS: 105 Second Ave., N. Y. C.
 PHONE: ORchard 4-1203-4-5. STUDIO ADDRESS: 105 Second Ave., N. Y. C.
 TRANSMITTER LOCATION: Bklyn. TIME ON THE AIR: Quarter Schedule. NEWS SERVICE: Jewish Telegraphic Agency. TRANSCRIPTION SERVICE: Usual equipment.

PERSONNEL

President.....Samuel J. Gellard
 Commercial Manager.....Samuel J. Gellard
 Chief Announcer.....Norman H. Warembud
 Station Manager.....Samuel J. Gellard
 Publicity Director.....Norman H. Warembud
 Musical Director.....Scholem Secunda
 Chief Engineer.....Norwood Bradshaw

POLICIES

Specialize in Jewish programs.
 Merchandising service. 500 of the leading grocery stores in Jewish neighborhoods organized under banner of WLTH to co-operate with food manufacturers. Station's merchandising men call daily on stores.

WMBQ

BROOKLYN—EST. 1927

FREQUENCY: 1500 Kc. POWER: 100 watts.
 OWNED BY: Lillian E. Kiefer and Paul J. Gollhofer. OPERATED BY: Same. BUSINESS ADDRESS: 95 Leonard St. PHONE: Stagg 2-9307. STUDIO ADDRESS: 95 Leonard St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 12:00 midnight (under specied hours). MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Paul J. Gollhofer
 Station Manager.....Lillian E. Kiefer
 Commercial Manager.....Lillian E. Kiefer
 Artists Bureau Head.....Lillian E. Kiefer
 Chief Announcer.....Anthony Napolitano
 Publicity Director.....Lillian E. Kiefer
 Musical Director.....Lillian E. Kiefer
 Chief Engineer.....Chas. P. Evans

WVFW

"VOICE OF THE VETERANS OF FOREIGN WARS"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 watts.
 OWNED BY: Paramount Broadcasting Corp.
 OPERATED BY: Paramount Broadcasting Corp.
 BUSINESS ADDRESS: One Nevins St.
 PHONE: TRi 5-0313 TRi 5-2628. STUDIO ADDRESS: One Nevins St. TRANSMITTER LO-

CATION: Flatbush. TIME ON THE AIR. Shares time with WARD, WBBC and WLTH. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President.....Harold J. Burke
 Station Manager.....Salvatore D'Angelo
 Chief Announcer.....Frank Daniels
 Musical Director.....L. Delson
 Chief Engineer.....Hermann Florez

POLICIES

Liquor advertising not accepted.

WBEN

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 900 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WBEN, Inc. OPERATED BY: WBEN, Inc. and The Buffalo Evening News. BUSINESS ADDRESS: Hotel Statler. PHONE: Cleveland 6400. STUDIO ADDRESS: Hotel Statler. TRANSMITTER LOCATION: Martinsville. TIME ON THE AIR: 7:00 A.M. to midnight EST Tues. and Sun.) 7:00 A.M. to 1:00 A.M. (Mon., Wed., Thurs. and Sat.). NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: Services of affiliated newspaper. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

PERSONNEL

President.....Edward H. Butler
 Station Manager.....Edgar H. Twamley
 Vice-President.....A. H. Kirchhofer
 Commercial Manager.....Clifford M. Taylor
 Chief Announcer.....George Torge
 Publicity Directors.....Rod Reed;
 Joe Haeffner
 Musical Director.....Erwin Glucksman
 Chief Engineer.....Ralph J. Kingsley

POLICIES

No liquor or wines. Will accept beer adv. in programs only—not in announcements. No foreign language accounts accepted.

Will do any type of merchandising at actual cost.

REPRESENTATIVE

Edward Petry & Co., Inc.

WBNY

BUFFALO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Buffalo. TIME ON THE AIR: Shares time. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

General Manager.....Roy L. Albertson

WEBR

"BUFFALO'S FRIENDLY STATION"

BUFFALO—EST. 1924

NBC (Blue)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WEBR, Inc. OPERATED BY: Buffalo Evening News. BUSINESS ADDRESS: 23 W. North St. PHONE: Lincoln 7133. STUDIO ADDRESS: 23 W. North St. TRANSMITTER LOCATION: Larkin Terminal Bldg. TIME ON THE AIR (daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to midnight. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: News from newspaper affiliate. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....Edward H. Butler
Vice-President.....A. H. Kirchhafer
Station Manager.....Louis W. Kaiser
Commercial Manager.....Wm. Doerr, Jr.
Chief Announcer.....Hamilton Woodle
Chief Engineer.....Lawrence Bailey

POLICIES

No liquor advertising carried. Polish, Italian and German programs carried in special periods.

REPRESENTATIVE

Edward Petry & Co.

WGR

BUFFALO—EST. 1922

MUTUAL-COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Bldg. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Amherst. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Buffalo Times (Scripps-Howard) Buffalo Courier Express. NEWS SERVICE: United Press-Buffalo Times. TRANSCRIPTION SERVICE: World Broadcasting System, Inc. Associated Music.

PERSONNEL

Executive Vice-President.....I. R. Lounsberry
Advertising Manager.....A. F. Busch
Program Director.....H. C. Rice
Sales Manager.....Lewis H. Avery
Publicity Director.....A. F. Busch
Chief Engineer.....Karl B. Hoffman

POLICIES

No stated special policies.

REPRESENTATIVE

Free & Peters, Inc.

WKBW

BUFFALO—EST. 1925

MUTUAL—COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 watts. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Building. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Amherst. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Buffalo Times (Scripps-Howard) Buffalo Courier Express. NEWS SERVICES: United Press and Buffalo Times News. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Music.

PERSONNEL

Executive Vice-President.....I. R. Lounsberry
Advertising Manager.....A. F. Busch
Program Director.....Herbert C. Rice
Sales Manager.....Lewis H. Avery
Publicity Director.....A. F. Busch
Chief Engineer.....Karl B. Hoffman

POLICIES

No stated special policies.

REPRESENTATIVE

Free & Peters, Inc.

WSVS

BUFFALO—EST. 1925

FREQUENCY: 1370 Kc. POWER: 50 Watts. OWNED BY: Board of Education. OPERATED BY: Seneca Vocational High School. BUSINESS ADDRESS: Seneca Vocational High School. PHONE: Filmore 7190. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M. and 2:00 P.M. to 3:00 P.M.

PERSONNEL

Station Manager.....Lowell C. Kitchin
Chief Engineer.....Paul J. Doddridge

POLICIES

No sponsored programs, non-commercial station.

WCAD

CANTON—EST. 1923

FREQUENCY: 1220 Kc. POWER: 500 watts. OWNED BY: St. Lawrence University. OPERATED BY: St. Lawrence University. BUSINESS ADDRESS: Canton. PHONE: 276. STUDIO ADDRESS: Canton. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:30 to 1:30—3:00 to 4:00 (daily except Sunday). NEWS SERVICE: Christian Science Monitor.

PERSONNEL

President.....Dr. Laurens H. Seelye
 Station Manager.....H. K. Bergman
 Chief Announcer.....Robt. Frear
 Musical Director.....H. Wellington Stewart
 Chief Engineer.....Dr. Ward C. Priest
 Radio Workshop Director.....Ruth Willard

POLICIES

Non-commercial station.

WESG

ELMIRA—EST. (1921 as WEAI) 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 1000 Watts.
 OWNED BY: Cornell University. OPERATED BY: Elmira Star Gazette, Inc. (Commercially).
 BUSINESS ADDRESS: Mark Twain Hotel. PHONE: 5959-5181. STUDIO ADDRESS: Mark Twain Hotel. TRANSMITTER LOCATION: Forrest Home, N. Y. TIME ON THE AIR: 7:15 A.M. to sundown (New Orleans).
 NEWS-PAPER AFFILIATIONS: Elmira Star Gazette, Inc., Elmira Sunday Telegram, Elmira Advertiser (all Gannett). United Press and Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Station Manager.....Dale L. Taylor
 Commercial Manager.....Dale L. Taylor

Sales Manager.....Ernest Oliver
 Publicity Director.....Glenn Williams
 Musical Director.....Harry Springer
 Chief Engineer.....True McLean

POLICIES

Does not accept wine, liquor or beer advertising. Foreign language accounts acceptable with English translations. No medicinal advertising that deals in bodily functions.

Station will render reasonable merchandising service on minimum 26-time program order.

REPRESENTATIVE

J. P. McKinney & Sons

WGBB

"LONG ISLAND'S BROADCASTING STATION"

FREEPORT—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 watts.
 OWNED BY: H. H. Carman. OPERATED BY: Same. BUSINESS ADDRESS: 44 S. Grove St. PHONE: Freeport 2418. STUDIO ADDRESS: 44 S. Grove St. TRANSMITTER LOCATION: 215 Bedell St. TIME ON THE AIR: Shares time. TRANSCRIPTION SERVICE: NBC The-saurus.

PERSONNEL

Owner.....H. H. Carman
 Advertising Manager.....H. H. Carman



RADIO PROMOTION

Research
Market Analysis
Data Folders
Trade Advertising
Brochures
Maps
Individual Treatment
Distinctive Design
COMPLETE AGENCY SERVICE

RADIO BROADCASTING ATLAS

5 Large Maps
Counties-Cities
U. S. and Canada
Density Study
Range Table
2 Colors
\$5.00

CLIENTS INCLUDE

Printers Ink Monthly
(Market Explorations)
Broadcasting
(Radio Outline Map)
Radio Art
(Market Data)
40 Broadcasting
Stations

WALTER P. BURN & ASSOCIATES

7 WEST 44th STREET • NEW YORK • MURRAY HILL 2-7462

Chief Announcer J. Dudley
 Station Manager H. H. Carman
 Publicity Director A. Cheesman
 Chief Engineer A. E. Granbacka

POLICIES

Continuity must be submitted with English translation for station approval on foreign language programs.

WJTN

"YOUR FRIEND AND NEIGHBOR"

JAMESTOWN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)
 FREQUENCY: 1210 Kc. POWER: 250 watts,
 d.: 100 watts, n. OWNED BY: James Broad-
 casting Co., Inc. OPERATED BY: James Broad-
 casting Co., Inc. BUSINESS ADDRESS: Well-
 man Bldg. PHONE: 7-151-2. STUDIO AD-
 DRESS: Wellman Bldg. TRANSMITTER LO-
 CATION: Jones and Gifford Ave. TIME ON
 THE AIR: (daily) 7:30 A.M. to 12:00 midnight
 (Sunday) 8:00 A.M. to midnight. NEWS
 SERVICE: United Press. MAINTAINS ART-
 ISTS BUREAU. TRANSCRIPTION SERVICE:
 NBC Thesaurus, Standard Library.

PERSONNEL

President H. C. Wilder
 Station Manager Bosil F. Blizzard
 Commercial Manager Simon Goldman
 Artists Bureau Head Gardner Smith
 Chief Announcer Jon Costley
 Sales Manager Charles Denny
 Publicity Director G. T. Callison
 Musical Director G. T. Callison
 Chief Engineer Harold J. Kratzert

POLICIES

Beer and light wine advertising accepted.
 No hard liquor advertising accepted.
 No restrictions on foreign language ac-
 counts.
 Competent staff is available to completely
 merchandise any type of commercial program.

REPRESENTATIVE

Paul H. Raymer Company

WGN Y

"THE ONLY STATION BETWEEN
 NEW YORK AND ALBANY"

NEWBURGH—EST. 1933

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: Peter Goelet. OPERATED BY:
 Same. BUSINESS ADDRESS: 161 Broadway.
 PHONE: Newburgh 4600. STUDIO ADDRESS:
 Same. TRANSMITTER LOCATION: Cachec-
 ton Turnpike. TIME ON THE AIR: Part time
 schedule. NEWS SERVICE: Local news.
 TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President Peter Goelet
 Station Manager Peter Goelet
 Chief Engineer Irwin Moison

POLICIES

Accept foreign language commercials sub-
 ject to approval of station management. Ac-
 cept liquor accounts subject to strict regula-
 tion as to time of broadcast to avoid public
 offense. All copy subject to station approval.
 Merchandising: Will co-operate with adver-
 tiser in setting up any advertising campaign,
 using any medium in conjunction with radio.

WABC

CBS KEY STATION

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 860 Kc. POWER: 50,000
 Watts. OWNED BY: Columbia Broadcasting
 System. OPERATED BY: Same. BUSINESS
 ADDRESS: 485 Madison Ave. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Wayne Township, N. J. TIME ON THE AIR:
 Sunday, 8:00 A.M. to 1:00 A.M.; Weekdays,
 6:45 A.M. to 1:00 A.M. NEWS SERVICE: Press-
 Radio. TRANSCRIPTION SERVICE: A. M. P.
 (Transcriptions to 9:00 A.M. only).

PERSONNEL

(For personnel see listing of Columbia Broad-
 casting System, Inc., under networks.)

POLICIES

For policies see listing of Columbia Broad-
 casting System, Inc., under networks.

REPRESENTATIVE

Radio Sales

WBIL

NEW YORK—EST. 1937

FREQUENCY: 1100 Kc. POWER: 5000 watts.
 OWNED BY: Arde Bulova. OPERATED BY:
 International Broadcasting Corp. BUSINESS
 ADDRESS: 132 West 43rd St. PHONE: BRyant
 9-6080. STUDIO ADDRESS: 132 W. 43rd St.
 TRANSMITTER LOCATION: Kearny, N. J. TIME
 ON THE AIR: (daily) 6:00-8:00 P.M. (Friday)
 2:00-3:00 P.M. (Sunday) 3:15-4:30—8:00-9:15
 P.M. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

Station Manager H. Kiczales
 Commercial Manager H. Kiczales
 Program Director John C. Schramm
 Sales Manager Ralph Nardella
 Publicity Director Ed Dukoff
 Musical Director Julio Occhiboi
 Chief Engineer Robert E. Study

POLICIES

No hard liquor accounts. Foreign language
 programs restricted to Italian.

WBNX

"THE STATION THAT SPEAKS YOUR LANGUAGE"

NEW YORK—EST. 1927

FREQUENCY: 1350 Kc. POWER: 1000 Watts.
OWNED BY: WBNX Broadcasting Co., Inc.
OPERATED BY: WBNX Broadcasting Co., Inc.
BUSINESS ADDRESS: 260 E. 161 St. PHONE: Melrose 5-0333-4-5-6-7. STUDIO ADDRESS: 260 E. 161st St. TRANSMITTER LOCATION: Cliffside Park, N. J. TIME ON THE AIR: 9:00 A.M. to midnight. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....A. L. Haskell
Station Manager.....W. C. Alcorn
Commercial Manager.....S. W. Caulfield
Production Manager.....Edw. Ervin
Sales Manager.....W. I. Moore
Publicity Director.....Frank Johnson
Musical Director.....Arno Arriga
Consult. Engineer.....H. L. Wilson

POLICIES

Station specializes in foreign language programs.

Merchandising: Distribution of exclusive brochures and circulars containing comprehensive statistics concerning foreign populations the station serves. Figures showing population of each nationality, buying power of such populations, radio sets, mail response to established, current programs, etc.

WEAF

NEW YORK—EST. 1922

KEY STATION NBC (RED)

FREQUENCY: 660 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bellmore, Long Island. TIME ON THE AIR: (daily) 7:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: Press Radio.

PERSONNEL and POLICIES

Will Be Found under NETWORKS

WEVD

NEW YORK—EST. 1927

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Debs Memorial Radio Fund. OPERATED BY: Same. BUSINESS ADDRESS: 160 W. 44th St. PHONE Bryant 9-2360. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1335 Grand St., Bklyn. TIME ON THE AIR: Part time schedule.

PERSONNEL

President.....Adolph Held
Station Manager.....Henry Greenfield
Chief Announcer.....Ev. Suffens

MR. WATSON: Why is WBNX so successful in foreign languages, Mr. Holmes?

MR. HOLMES: "Primary" my dear Watson. Come, follow me.

Foreign Population in Primary Area—Jewish	1,890,300
Italian	1,522,946
German	1,236,758
Polish	661,170
Spanish	200,000
Total	5,511,174

AND THEY ALL LISTEN TO

WBNX New York

1000 Watts Day and Night

THE STATION THAT SPEAKS YOUR LANGUAGE

Publicity Director George Field
 Musical Director Nicholas Saslavsky
 Chief Engineer Charles Brown

POLICIES

No stated special commercial program policies.

Readers merchandising service in foreign language field. Have trade contacts to promote distribution.

WFAB

"THE VOICE OF THE FOREIGN LANGUAGE"

NEW YORK—EST. 1932

FREQUENCY: 1300 Kc. POWER: 1000 Watts.
 OWNED BY: Fifth Ave. Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS: 29 W. 57th St. PHONE: Plaza 8-1177-8-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: Divides time (6 hours daily). NEWS SERVICE: Press Radio Bureau.

PERSONNEL

President Paul F. Harron
 Station Manager Joseph Lang
 Commercial Manager Joseph Lang
 Chief Announcer Frank Kreuger
 Musical Director B. Feidler
 Chief Engineer A. Turecki

POLICIES

Wine and beer accepted. No liquor before 9 P.M. Specializes in foreign language accounts.

WHN

"DIAL 1010"

NEW YORK—EST. 1922

WLW LINE—Special NBC Hookup

FREQUENCY: 1010 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Marcus Loew Booking Agency; OPERATED BY: Marcus Loew Booking Agency. BUSINESS ADDRESS: 1540 Broadway. PHONE: BRyant 9-7800. STUDIO ADDRESS: 1540 Broadway. TRANSMITTER LOCATION: Astoria, L. I. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President Nicholas Schenck
 Station Manager L. K. Sidney
 Commercial Manager Herbert L. Pettey
 Advertising Manager Herbert L. Pettey
 Artists Bureau Head Leo Cohen
 Chief Announcer Russell Clancy
 Sales Manager Herbert L. Pettey
 Publicity Director Al Simon
 Musical Director Don Albert
 Chief Engineer G. R. Windham

POLICIES

Does not carry foreign language programs.

WHOM

(See Jersey City, N. J.)

WINS

"W-I-N-S, WINS, NEW YORK"

NEW YORK—EST. 1924

COLONIAL—YANKEE

FREQUENCY: 1180 Kc. POWER: 1000 Watts.
 OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 110 East 58th St. PHONE: EL-5-6100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 6:30 A.M. to 2 hours after local sunset, E.S.T. NEWS-PAPER AFFILIATIONS: New York Journal American, New York Daily Mirror. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated and Langlois & Wentworth.

PERSONNEL

Station Manager Albert A. Cormier
 Chief Announcer Wm. Harding
 Program Director Albert A. Grobe
 Sales Manager A. B. Schillin
 Publicity Director Sylvia Press
 Musical Director Louis Katzman
 Chief Engineer Robert Cotton
 Continuity Director Edward Cleland

POLICIES

Does not carry liquor or foreign language accounts. Programs close one week in advance of broadcast. Talks, programs, continuities, must be submitted at least one week in advance for review by Program Dept.

Merchandising: Bus card advertising—newspaper publicity. Complete merchandising service, available to all advertisers at cost.

REPRESENTATIVE

Hearst Radio, Inc.

WJZ

NEW YORK—EST. 1921

KEY STATION NBC (BLUE)

FREQUENCY: 760 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza, N. Y. PHONE: Circle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bound Brook, N. J. TIME ON THE AIR: (daily) 7:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: Press Radio News, United Press.

PERSONNEL and POLICIES

Will Be Found Under NETWORKS

WMCA

"NEW YORK'S OWN STATION AT THE TOP OF THE DIAL"

NEW YORK—EST. 1925

INTER-CITY BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 1000 Watts.
 OWNED BY: Knickerbocker Broadcasting Co.

OPERATED BY: Knickerbocker Broadcasting Co. BUSINESS ADDRESS: 1657 Broadway. PHONE: Circle 6-2200. STUDIO ADDRESS: 1657 Broadway. TRANSMITTER LOCATION: Flushing, L. I. TIME ON THE AIR: 7:00 A.M. to 1:15 A.M. NEWS SERVICES: International and Universal News Services and Press Radio News. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Program Library and Standard Radio.

PERSONNEL

President.....Donald Flamm
 Station Manager.....Donald Flamm
 Commercial Manager.....Bertram Lebhar, Jr.
 Advertising Manager.....Al Rose
 Artists' Bureau Head.....Chas. Wilshin
 Chief Announcer.....Bob Carter
 Sales Manager.....Bertram Lebhar, Jr.
 Publicity Director.....Leon Goldstein
 Musical Director.....Nat Brusiloff
 Chief Engineer.....Frank Marx

POLICIES

Will accept liquor advertising. Foreign language broadcasts not accepted. All advertising subject to station approval and to Federal, State or Municipal decisions, laws and regulations.

REPRESENTATIVE

Ray Linton (Chicago Office)

WNEW

"SERVING NEW YORK AND NEW JERSEY
 24 HOURS A DAY"

NEW YORK—EST. 1934

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Wodaam Corp. OPERATED BY: WBO Broadcasting Corp. BUSINESS ADDRESS: 501 Madison Ave. PHONE: Plaza 3-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 24 hours a day, except Sunday and Monday. (Sunday) 10:00 A.M. to 12:30 P.M. and 6:30 to 9:00 P.M.; (Monday) 7:00 A.M. to 2:00 P.M. and 5:00 P.M. to 8:00 P.M. and 10:00 P.M. to Sunday morning at 7:00 A.M. NEWS SERVICE: Press Radio Bureau, International News Service and local news by staff. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Complete facilities.

PERSONNEL

President.....Milton Biow
 Station Manager.....Bernice Judis
 Sales Manager.....Herman Bess
 National Sales Manager.....Wally Duncan
 Artist Bureau Head.....Bernice Judis
 Chief Announcer.....John Jaeger
 Chief Engineer.....M. J. Weiner
 Musical Director.....Max Pitt
 Publicity Director.....Larry Nixon

CRP CRP CRP CRP CRP CRP CRP CRP CRP CRP

**CONTINENTAL
 RADIO PRESS**

INCORPORATED

•

LOCAL NEWS

•

SPECIALIZED NEWS

•

FEATURE NEWS

The Perfect Supplement
 to the Perfect Newscast

Ted Christie
 Editor
 CH 4-5800

CRP

576 Fifth Ave.
 New York City

CRP CRP CRP CRP CRP CRP CRP CRP CRP CRP

71%

Of our advertisers have renewed or increased their time on the air in the past six months.

THERE'S A REASON!

LET'S TELL YOU WHY!!!

WHOM

FULL TIME OPERATION
7 A. M. to Midnight
 29 W. 57th St. New York
 PLaza 3-4204

POLICIES

No foreign language programs. No special restrictions except those of good taste and the FCC.

REPRESENTATIVE

Wm. G. Rambeau Company

WNYC

"NEW YORK CITY'S OWN STATION"

NEW YORK—EST. 1924

FREQUENCY: 810 Kc. POWER: 1000 watts. OWNED BY: City of New York. OPERATED BY: Municipal Broadcasting System. BUSINESS ADDRESS: Municipal Bldg. PHONE: Worth 2-4740. STUDIO ADDRESS: Municipal Bldg. TRANSMITTER LOCATION: Greenpoint, Bklyn. TIME ON THE AIR: 7:00 A.M. to sunset (Minn., Minn.). NEWS SERVICE: International News Service.

PERSONNEL

Station Manager.....Morris S. Novick
Chief Announcer.....T. H. Cowan
Program Director.....Seymour N. Siegel
Publicity Director.....J. J. Auerbam
Musical Director.....Herman Neuman
Chief Engineer.....Isaac Brimberg

POLICIES

Non-commercial station.

WOR

(See Newark, N. J.)

WOV

NEW YORK—EST. 1926

FREQUENCY: 1130 Kc. POWER: 1000 watts. OWNED BY: International Broad. Corp. OPERATED BY: International Broadcasting Corp. BUSINESS ADDRESS: 132 W. 43rd St. PHONE: BRyant 9-5080. STUDIO ADDRESS: 132 W. 43rd St. TRANSMITTER LOCATION: Secaucus, N. J. TIME ON THE AIR: (daily) 8:00 A.M. to 6:00 P.M. (Off Fridays) 2:00:30 P.M. (Sundays) 3:15-4:30 P.M. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

Station Manager.....H. Kiczales
Program Director.....John C. Schramm
Sales Manager.....Ralph Nardella
Publicity Director.....Ed Dukoff
Musical Director.....Julio Occhiboi
Chief Engineer.....Robert E. Study

POLICIES

No hard liquors accounts. Foreign language programs restricted to Italian.

WQXR

"NEW YORK'S HIGH-FIDELITY STATION"

NEW YORK—EST. 1934

FREQUENCY: 1550 Kc. POWER: 1000 watts. OWNED BY: Interstate Broadcasting Co., Inc. OPERATED BY: Interstate Broadcasting Co., Inc. BUSINESS ADDRESS: 730 5th Ave. PHONE: Columbus 5-6366. STUDIO ADDRESS: 730 Fifth Ave. TRANSMITTER LOCATION: Long Island City. TIME ON THE AIR: Full Time. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....John V. L. Hogan
Station Manager.....Elliott M. Sanger
Commercial Manager.....Elliott M. Sanger
Sales Manager.....Norman S. McGee
Publicity Director.....Dorothea Beckmann
Musical Director.....Eddy Brown
Chief Engineer.....Russell Valentine

POLICIES

No foreign language programs.
All commercial announcements must be brief and restricted to good taste.

WHDL

"SERVING THE HIGH GRADE OIL METROPOLIS OF THE WORLD"

OLEAN—EST. Tupper Lake, 1928;

Olean, 1934

QUAKER STATE

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: WHDL, Inc. OPERATED BY: WHDL, Inc. BUSINESS ADDRESS: Main Office—601-619 Exchange National Bank Bldg. Branch office—Citizens Nat'l Bank Bldg., Bradford, Pa. PHONE: Bradford 6000; Olean 3300, 4666 and 7122. STUDIO ADDRESS: Exchange National Bank Bldg.; Citizens Nat'l Bank Bldg. Bradford; St. Bonaventure College, Allegheny, Pa.; Alfred University, Alfred. TRANSMITTER LOCATION: Allegheny. TIME ON THE AIR: Full daytime (EST). NEWSPAPER AFFILIATION: Olean Times-Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Radio Bands, Inc., NBC Thesaurus.

PERSONNEL

President.....E. B. Fitzpatrick
Station Manager.....Leonard L. Hofmann
Commercial Manager.....L. L. Hofmann
Advertising Manager.....L. L. Hofmann
Artists Bureau Head.....Russ Brinkley
Chief Announcer.....Thomas L. Brown
Sales Manager (Bradford, Pa.)

David W. Jeffries
Musical Director.....John Fitzgerald
Chief Engineer.....Hubert Hathaway

POLICIES

Accepts no liquor, wine or beer advertising; accepts no laxative accounts; no contingent accounts; foreign language programs only on special occasions and at certain hours.

A merchandising and promotion department maintained.

REPRESENTATIVE

Wellman Advertising Service

WMFF

"THE NORTH COUNTRY'S OWN STATION"

PLATTSBURG—EST. 1935

MOHAWK BROADCASTING SYSTEM—
CHAMPLAIN VALLEY BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Plattsburg Broadcasting Corp. OPERATED BY: Plattsburg Broadcasting Corp. BUSINESS ADDRESS: Hotel Cumberland. PHONE: 802-3. STUDIO ADDRESS: Hotel Cumberland. TRANSMITTER LOCATION: Boynton Ave. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE NBC Thesaurus.

PERSONNEL

President.....E. H. Bragg
Station Manager.....George F. Bissell
Commercial Manager.....George Bissell
Artists Bureau Head.....Earl Baker
Chief Announcer.....Lyle Bosley
Sales Manager.....M. Learned
Publicity Director.....John Farquhar
Musical Director.....Kenneth Bell
Chief Engineer.....Robert Mathewson

POLICIES

No special restrictive policies.

No merchandising service. Except that gratis service will be given to pre-announcements or brief previews of programs and telephone calls to dealers and/or distributors within local exchange limits.

REPRESENTATIVE

Weed & Company

WHAM

"THERE'S NOTHING FINER THAN A
"STROMBERG-CARLSON"

ROCHESTER—EST. 1927

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1150 Kc. POWER: 50,000 watts. OWNED BY: Stromberg-Carlson. OPERATED BY: Stromberg-Carlson. BUSINESS ADDRESS: 111 East Ave. PHONE: Stone 1862-3-4. STUDIO ADDRESS: 111 East Ave. TRANSMITTER LOCATION: Victor. TIME ON THE AIR: 6:25 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Wesley M. Angle
Station Manager.....William Fay
Commercial Manager.....Frank W. Kelly
Chief Announcer.....Lew Stark
Sales Manager.....Frank W. Kelly
Publicity Director.....Arthur Kelly
Musical Director.....Chas. Siverson
Chief Engineer.....John J. Long

POLICIES

No liquor. No foreign language.
Merchandising through general assistance in calling on trade—circulating letters, etc.

REPRESENTATIVE

Craig & Hollingberry, Inc.

WHEC

"YOUR FRIENDLY STATION"

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WHEC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 40 Franklin St. PHONE: Stone 1320-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Read Blvd. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Gannett Newspapers, Inc. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

PERSONNEL

Vice-President.....Clarence Wheeler
Commercial Manager.....L. C. Wheeler
Program Director.....Morden Buck
General Manager.....Gunnar O. Wiig
Publicity Director.....Ross Woodbridge
Musical Director.....J. Gordon Baldwin
Chief Engineer.....Maurice H. Clarke

POLICIES

No wine, beer or liquor. Foreign languages accepted up to certain percentage point of entire structure.

Merchandising: Direct mail, dealer contacts, counter displays. Has own full page column in daily morning and evening papers.

REPRESENTATIVE

Paul H. Raymer Company

WSAY

"ROCHESTER'S FRIENDLY STATION"

ROCHESTER—EST. 1936

MOHAWK VALLEY BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Brown Radio Service & Laboratory. OPERATED BY: Same. BUSINESS AD-

DRESS: 300 Taylor Bldg. PHONE: Stone 702-3.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: Same. TIME ON THE AIR: 7:00 A.M.
 to local sunset. NEWS SERVICE: Local news.

PERSONNEL

Owner & General Manager.....Gordon P. Brown
 Commercial Manager.....E. K. Johnson
 Chief Announcer.....M. Nusbaum
 Station Manager.....Gordon P. Brown
 Sales Manager.....E. K. Johnson
 Program Director.....Ken Sparnon
 Musical Director.....Ken Sparnon
 Chief Engineer.....Gordon P. Brown

POLICIES

Liquor not accepted. Foreign language pro-
 grams limited to 3 minutes of copy in any 15
 minute unit. Complete control and supervi-
 sion retained by the station.

Merchandising service supplied to accounts
 at our cost.

WNBZ

SARANAC LAKE

FREQUENCY: 1290 Kc. POWER: 100 Watts.
 OWNED BY: Smith and Mace. OPERATED
 BY: Smith and Mace. BUSINESS ADDRESS:
 Saranac Lake. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Same. TIME ON
 THE AIR: Daytime.

WGY

"MOST INVITED GUEST IN THE GREAT
 NORTHEAST"

SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO. (BASIC RED)

FREQUENCY: 790 Kc. POWER: 50,000
 Watts. OWNED BY: General Electric Co.
 OPERATED BY: Same. BUSINESS ADDRESS:
 1 River Road. PHONE: 4-2211, Ext. 2141.
 STUDIO ADDRESS: Same. TRANSMITTER LO-
 CATION: South Schenectady. TIME ON THE
 AIR: 7:00 A.M. to 1:00 A.M. (daily). 9:00
 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE:
 NBC Thesaurus. MAINTAINS ARTISTS
 BUREAU.

PERSONNEL

President.....Gerard Swope
 Station Manager.....Kolin Hager
 Program Manager.....A. O. Coggeshall
 Sales Promotion Director.....A. MacDonald
 Artists Bureau Head.....Kolin Hager
 Chief Announcer.....Chester Vedder
 Sales Manager.....Kolin Hager (temporary)
 Publicity Director.....W. T. Meenam
 Musical Director.....Gordon Randall
 Chief Engineer.....W. J. Purcell

POLICIES

Does not accept foreign language broad-

casts, monument or mortuary accounts, liquor
 advertising, beer advertising on less than 15-
 minute programs, cathartic accounts; astrology
 or graphology broadcasts, body deodorants,
 and some medical accounts.

Merchandising: On request will make three
 advance announcements on new program se-
 rials of 13 weeks minimum, or change in time
 of programs; will make up on NBC letter-
 heads announcements to dealers and distribu-
 tors re: new programs (at cost to client); mis-
 cellaneous merchandising services, surveys,
 dealer and distributor contacts, etc. at mini-
 mum cost to client.

REPRESENTATIVE

National Broadcasting Co., Inc.

WFBL

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 5000 Watts.
 d.; 1000 Watts, n. OWNED BY: Onondaga
 Radio Broadcasting Corp. OPERATED BY:
 Onondaga Radio Broadcasting Corp. BUSI-
 NESS ADDRESS: Onondaga Hotel. PHONE:
 2-1147. STUDIO ADDRESS: Same. TRANSMIT-
 TER LOCATION: Syracuse. TIME ON THE AIR:
 Unlimited. NEWS SERVICE: International News.
 TRANSCRIPTION SERVICE: World Broadcast-
 ing System.

PERSONNEL

General Manager.....S. Woodworth
 Vice-President.....Robert G. Soule
 Commercial Manager.....Charles F. Phillips

POLICIES

Merchandising service includes dealer con-
 tacts by mail and messenger; cooperation in
 the preparation of display material for local
 use and the distribution of such material.

REPRESENTATIVE

Free & Peters, Inc.

WSYR

"VOICE OF CENTRAL NEW YORK"

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 570 Kc. POWER: 1000 watts.
 OWNED BY: Central New York Broadcasting
 Corp. OPERATED BY: Same. BUSINESS AD-
 DRESS: 224 Harrison St. PHONE: 3-0158-9—
 0150. STUDIO ADDRESS: 224 Harrison St.
 TRANSMITTER LOCATION: Valley Drive.
 TIME ON THE AIR: (Daily) 6:00 A.M. to 12:00
 midnight. (Sunday) 8:00 A.M. to 12:00 mid-
 night. NEWS SERVICE: United Press. MAIN-
 TAINS ARTISTS BUREAU. TRANSCRIPTION
 SERVICE. Standard Radio.

PERSONNEL

President.....Harry C. Wilder
 Commercial Manager.....Chas. Denny

SURVEYS—RESEARCH—TESTS

— SALES RESULTS —

COMBINE TO PROVE THAT

WSYR

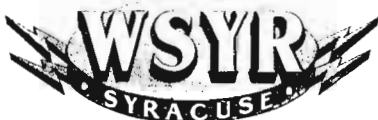
NOW LEADS IN

POPULARITY

AND

COVERAGE

IN THE RICH SYRACUSE AREA



UNDER SAME MANAGEMENT — WNBX, SPRINGFIELD, VT. — WJTN, JAMESTOWN, N. Y.



S Y R A C U S E

*Nationally recognized as the leader
in a nationally-recognized*

“TEST” MARKET

Syracuse— a city of 221,785 population in which no single industrial or commercial interest holds dominant sway . . . a city with 56 separate industries, situated in the heart of a thriving agricultural section.

Measured by per-capita income, by home ownership, by auto registrations, residence phones or radio-equipped homes, Syracuse presents an ideal picture of the average American community.

And by every check . . . by advertising volume and sales records . . . by personal and telephone interviews . . . Syracusans are influenced most by one radio station. That station is WFBL—member of the basic Columbia network.

For complete data regarding Syracuse as a market . . . for a complete analysis of WFBL coverage of that market . . . and for station rates and time available . . . phone or write to

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

110 East 42nd Street
NEW YORK CITY

180 North Michigan Avenue
CHICAGO

403 New Center Bldg.
DETROIT

111 Sutter Street
SAN FRANCISCO

Chamber of Commerce Bldg.
LOS ANGELES

Artists Bureau Head.....Fred Jeske
 Chief Announcer.....Nick Stemmier
 Station Manager.....Fred R. Ripley
 Publicity Director.....Woodbury Carter
 Musical Director.....Victor Miller
 Chief Engineer.....Armand Belle Isle

POLICIES

No liquor advertising—present only programs advertising beer and wine.

Merchandising department cooperating with all national and local advertisers to exploit programs.

REPRESENTATIVE

Paul Raymer Company

WSYU *

SYRACUSE
 NBC (BLUE)

FREQUENCY: 570 Kc. POWER: 1000 Watts.
 OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Operates on WSYR Time.

POLICIES

Station does not sell time.

* Operated by WSYR for exclusive use of Syracuse University.

WHAZ

TROY—EST. 1922

FREQUENCY: 1300 Kc. POWER: 1000 watts.
 OWNED BY: Rensselaer Polytechnic Institute. OPERATED BY: Rensselaer Polytechnic Institute. BUSINESS ADDRESS: Troy. PHONE: Troy 6810. STUDIO ADDRESS: Troy. TRANSMITTER LOCATION: Troy. TIME ON THE AIR: 6:00 P.M. to midnight (Monday only).

PERSONNEL

President.....Dr. W. O. Hotchkiss
 Commercial Manager.....Miss M. Bounds
 Chief Announcer.....Bob Chalfant
 Station Manager.....W. J. Williams
 Sales Manager.....W. C. Stoker
 Publicity Director.....A. Olin Niles
 Musical Director.....A. Olin Niles
 Chief Engineer.....H. D. Harris

POLICIES

Does not accept liquor or foreign language accounts.

WIBX

UTICA—EST. 1927

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: WIBX, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 187 Genesee St. PHONE: 2-2101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Schuyler St., Marcy. TIME ON THE AIR:

(daily) 6:00 A.M. to 1:00 A.M. (Sunday) 9:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....Scott H. Bowen
 Station Manager.....Dale Robertson
 Commercial Manager.....A. W. Triggs
 Chief Announcer.....Al Guild
 Program Director.....Elliott Stewart
 Publicity Director.....Ken Thomas
 Musical Director.....Walter Griswold
 Chief Engineer.....David Foote

POLICIES

Liquor and foreign language accounts accepted subject to station approval.

Merchandising: Via letters to trade, dealer contacts, window displays, theater lobby displays, personal contacts with retailers and wholesalers, also letters to listeners.

REPRESENTATIVE

Craig & Hollingbery

WFAS

**"NEW YORK'S HEARTHSIDE"
 WHITE PLAINS—EST. 1932**

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: Westchester Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Roger Smith Hotel. PHONE: White Plains 8353. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time Schedule. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Christian Science Monitor. TRANSCRIPTION SERVICE: Langlois & Wentworth, Inc.

PERSONNEL

President.....Frank A. Seltz
 Station Manager.....Selma Seitz
 Commercial Manager.....B. M. Middleton
 Artists' Bureau Head.....Selma Seitz
 Chief Announcer.....F. A. Seitz
 Sales Manager.....B. M. Middleton
 Publicity Director.....Frank A. Seitz
 Musical Director.....Randall Kaler
 Chief Engineer.....Harry C. Laubenstein
 Program Supervisor.....Millicent Tralle

POLICIES

No special program policies.

Merchandising: Classified surveys and business lists furnished at cost. Circular or mail tie-ins for sponsors and programs prepared upon request, and produced at cost.

REPRESENTATIVES

Cox & Tanz (Philadelphia)
 Northwest Radio Adv. Co. (Seattle)

WWRL

"THE VOICE OF QUEENS COUNTY"

WOODSIDE—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: L. I. Broad-

WBT

***The* SHOWMANSHIP**

Station

of the nation★



★Ear-appealing, WBT serves a listening audience larger than the city of Detroit. Dominant, WBT has no single station competitor in serving the population within 100 miles of Charlotte.

WBT, Charlotte, North Carolina. 50,000 watts. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Birmingham, Los Angeles, San Francisco.

casting Corp. OPERATED BY: L. I. Broad-
 casting Corp. BUSINESS ADDRESS: 41-30
 58th St. PHONE: NEWtown 9-3300-1. STUDIO
 ADDRESS: 41-30 58th St. TRANSMITTER LO-
 CATION: Woodside. TIME ON THE AIR: Part
 time schedule. TRANSCRIPTION SERVICE:
 Lang-Worth Features.

PERSONNEL

President.....W. H. Reuman
 Commercial Manager.....Frank R. Clarke
 Station Manager.....W. H. Reuman
 Advertising Manager.....Walter H. Maier
 Chief Announcer.....Lou Cole
 Sales Manager.....Frank R. Clarke

Publicity Director.....Edith Dick
 Musical Director.....Edw. Feimer
 Chief Engineer.....Percy Mead

POLICIES

Station will not accept any liquor accounts.
 Will accept foreign language accounts includ-
 ing German, Polish, Hungarian, Czechoslovak-
 ian, Italian. Translation must be furnished in
 advance for station approval. Recognized
 patent medicines accepted if copy conforms
 to station standards; all copy subject to ap-
 proval of management.

Merchandising: Cooperate in any service
 requested, free of charge.

NORTH CAROLINA

Population 3,492,000

Number of Families 702,640

Number of Radio Homes 389,750

Retail Sales \$463,219,000

Auto Registrations 504,517

WWNC

ASHEVILLE—EST. 1927

NBC (OPTIONAL RED OR BLUE)

FREQUENCY: 570 Kc. POWER: 1000 Watts.
 OWNED BY: Asheville Citizen-Times Co., Inc.
 OPERATED BY: Asheville Citizen-Times Co.,
 Inc. BUSINESS ADDRESS: 815 Flatiron Bldg.
 PHONE: 850. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Asheville. TIME
 ON THE AIR: Unlimited (actual, 7:30 A.M. to
 1:00 A.M.) NEWSPAPER AFFILIATION: Ashe-
 ville Citizen-Times. NEWS SERVICE: United
 Press. TRANSCRIPTION SERVICE: NBC The-
 saurus, Standard Radio.

PERSONNEL

President.....Don S. Elias
 Commercial Manager.....Jamie W. McIver
 Program Director.....Ezra A. McIntosh
 Production Manager.....Robert W. Bingham
 Chief Engineer.....Cecil Hoskins

REPRESENTATIVE

Sear and Ayer

WBT

"THE SHOWMANSHIP STATION OF
 THE NATION"

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1080 Kc. POWER: 50,000
 Watts. OWNED BY: Columbia Broadcasting
 System, Inc. OPERATED BY: Columbia Broad-
 casting System, Inc. BUSINESS ADDRESS:
 Wilder Bldg. PHONE: 3-7107. STUDIO AD-

DRESS: Wilder Bldg. TRANSMITTER LOCA-
 TION: 10 miles south of Charlotte. TIME ON
 THE AIR: 6:00 A.M. to 2:00 A.M. (daily); 10:00
 A.M. to 2:00 A.M. Sunday). NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE:
 Associated Music Service.

PERSONNEL

President.....Wm. S. Paley
 Station Manager.....Wm. A. Schudt, Jr.
 Artists' Bureau.....CBS, N. Y.
 Program Director.....C. H. Crutchfield
 Chief Announcer.....C. H. Crutchfield
 Publicity Director.....S. Justice
 Musical Director.....John McAllister
 Chief Engineer.....J. J. Beloungy

POLICIES

All policies of CBS, Inc., apply.

REPRESENTATIVE

Radio Sales

WSOC

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.

(Red and Blue)

FREQUENCY: 1210 Kc. POWER: 250 Watts,
 d.; 100 Watts, n. OWNED BY: Radio Station
 WSOC, Inc. OPERATED BY: Radio Station
 WSOC, Inc. BUSINESS ADDRESS: Mecklen-
 burg Hotel. PHONE: 7139, 7130, 6655. STUDIO
 ADDRESS: Mecklenburg Hotel. TRANSMITTER
 LOCATION: Mecklenburg Hotel. TIME ON
 THE AIR: 7:00 A.M. to midnight (daily); 9:00
 A.M. to midnight (Sunday). NEWS SERVICE:
 Transradio Press. TRANSCRIPTION SERVICE:
 NBC Thesaurus.

PERSONNEL

President.....E. J. Gluck
 Commercial Manager.....W. C. Irwin
 Chief Announcer.....Chas. G. Hicks
 Sales Promotion Manager
 (Adv. and Publ.).....Paul W. Norris
 Station Manager.....E. J. Gluck
 Musical Director.....Boe Norris
 Chief Engineer.....L. L. Caudle

POLICIES

Liquor and foreign language accounts not accepted.

Build-up Announcements calling attention to start of new programs—no charge. Dealer Contacts—personal calls on local dealers to familiarize them with the planned campaign and to enlist their help—no charge. Dealer Mailings—usually used in conjunction with Dealer Contacts, mailings going to out-of-town dealers—postage is chargeable to client, no other charge. Wholesaler Contacts and Mailings—same as Dealer Contacts and Dealer Mailing to wholesale dealer. Publicity—Release of publicity stories throughout run of program on WSOC News Programs. Limited amount of newspaper publicity due to anti-radio attitude of Charlotte dailies. Program Listings in Charlotte Observer and Charlotte News (Sunday editions) and in Mecklenburg Times (weekly). Publicity releases in Mecklenburg Times only (circulation approximately 3,000). No charge.

Surveys: Sales or Distribution—contacts with

retail and wholesale dealers to determine comparative sales, rate of increase, etc.—no charge. Coincidental Telephone—phone contacts with listeners selected at random from telephone directory to determine comparative listening audience, listener reactions, etc. No charge if made by Merchandising Dept., regular rate if made by local branch Ross-Federal.

Direct Audience Merchandising: Window, Counter and Store Displays—WSOC Merchandising Dept. usually works with client's local representative on this, but can handle independently. No charge if displays are furnished by client. Displays placed outside Charlotte city limits subject to travel of 5c per mile. Theater Tie-in—WSOC maintains exchange service with all first-run Charlotte theaters for trailers and special promotions on pictures starring NBC radio personalities. No charge.

Special Promotions—at the request of client, WSOC will submit specialized promotion campaign for their product. Merchandising Dept. is equipped to carry out any type of campaign mapped out by client.

REPRESENTATIVE

Sears & Ayer

WDNC

"FRIENDLY VOICE OF INDUSTRY
 AND EDUCATION"

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 Watts.
 OWNED BY: Herald-Sun Papers. OPERATED BY: Herald-Sun Papers. BUSINESS ADDRESS: Washington Duke Hotel. PHONE: J-1001. STUDIO ADDRESS: Washington Duke Hotel. TRANSMITTER LOCATION: Washington Duke Hotel. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. (daily); 9:00 A.M. to 12:30 A.M. (Sunday); NEWSPAPER AFFILIATION Herald-Sun papers. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....C. C. Council
 Station Manager.....J. F. Jarman, Jr.
 Commercial Manager.....M. F. Murdaugh
 Advertising Manager.....J. F. Jarman, Jr.
 Chief Announcer.....Lee Vickers
 Sales Manager.....Woody Woodhouse
 Publicity Director.....Lee Vickers
 Musical Director.....Tom Loeb
 Chief Engineer.....R. A. Dalton


POLICIES

Station places discretionary restrictions on all copy, programs, etc., to assure their being in good taste and for the general interest of the public.

Maintains a weekly publicity release which cooperates thoroughly with all local advertisers in merchandising their programs and products. The publicity release has a mailing list of approximately 300 recipients.

REPRESENTATIVE


E. Katz Special Adv. Agency



**ALWAYS
A GOOD
SHOW!**

WBIG GREENSBORO
NORTH CAROLINA

George P. Hollingbery
Company
Nat'l Reps




ASK
EDNEY RIDGE

WBIG, GREENSBORO, N. C.

FOR

"COLD FACTS"!



W B I G

"WE BELIEVE IN GREENSBORO"

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. **POWER:** 1000 Watts.
OWNED BY: North Carolina Broadcasting Co.
OPERATED BY: North Carolina Broadcasting Co.
BUSINESS ADDRESS: O. Henry Hotel.
PHONE: 6125-6. **STUDIO ADDRESS.** O. Henry Hotel.
TRANSMITTER LOCATION: Jefferson Standard Bldg. **TIME ON THE AIR:** 6:30 A.M. to 12 midnight. **NEWS SERVICE:** Transradio Press. **MAINTAINS ARTISTS' BUREAU.** **TRANSCRIPTION SERVICES:** World Broadcasting System, Lang-Worth Program Features, NAB Transcription Service.

PERSONNEL

Station Manager.....Edney Ridge
Commercial Manager.....Edney Ridge
Advertising Manager.....J. T. Causey
Artists' Bureau Head.....Ernie Smith
Chief Announcer.....Ernie Smith
Sales Manager.....Edney Ridge
Publicity Director..Virginia Wilson McKinney
Musical Director.....Fay Kenyon
Chief Engineer.....Earl Allison

POLICIES

No liquor or wines advertised. As less than one-fourth of one per cent of the population in our area is foreign-born, foreign language programs are not accepted.

Does not permit: Exalting gangsters, criminals and racketeers; Disrespect for either parental or other proper authority; Cruelty, greed and selfishness as worthy motivations; Programs that arouse harmful nervous reactions in the child; Conceit, smugness or an unwarranted sense of superiority over others less fortunate may not be presented as laudable; Recklessness and abandon must not be falsely identified with a healthy spirit of adventure; Unfair exploitation of others for personal gain must not be made praiseworthy; Dishonesty and deceit are not to be made appealing or attractive to the child.

Will permit no broadcasting of any product which describes graphically or repellantly any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups. This policy specifically excludes the discussion of depilatories, deodorants, and other broadcasting which by its nature presents questions of good taste in connection with radio listening.

Commercial Announcements: In the interest of the audience and advertisers, sets the following maximum allowances for commercial announcements: A maximum of ten per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after six o'clock p.m.; A

single exception of the ten per cent ratio will be made on quarter-hour programs, on which an additional allowance for forty seconds will be made; Daytime programs, before six o'clock, will be allowed a maximum of fifteen per cent of the total period for commercial announcements, with an additional forty seconds for quarter-hour programs.

Geared to render national advertisers, either for network or spot programs, complete merchandising service if requested. A department is available to render the following services: contact distributors and jobbers, contact retail outlets, furnish letters to trade, arrange window displays and check placements, place counter cards, arrange to furnish salesmen's route lists, furnish market surveys and render accounts any reasonable service other than actual selling.

Station frequently uses newspaper advertising, display cards, letters, programs, on national, net and spot accounts, and have a number of four by six feet picture frames, containing Columbia and local stars that are constantly being placed in the more important spots in the area to advertise artists on WBIG programs. Station has a mailing list of drug, grocery, department stores and automotive lines, which regularly receive the Wheel of Commerce, house organ, issued frequently, as a merchandising aid. Cooperating in its area with from fifteen to eighteen weekly and semi-weekly newspapers.

REPRESENTATIVE

Craig & Hollingbery, Inc.

W M F R

HIGH POINT—EST. 1936

FREQUENCY: 1200 Kc. **POWER:** 100 Watts.
OWNED BY: Radio Station WMFR, Inc. **OPERATED BY:** Radio Station WMFR, Inc. **BUSINESS ADDRESS:** 156 1/2 S. Main St. **PHONE:** 4593. **STUDIO ADDRESS:** 156 1/2 S. Main St. **TRANSMITTER LOCATION:** 156 1/2 S. Main St. **TIME ON THE AIR:** 6:30 A.M. until local sunset. **MAINTAINS ARTISTS' BUREAU.** **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NAB Library.

PERSONNEL

President.....Wayne M. Nelson
Commercial Manager.....E. Z. Jones
Station Manager.....Wayne M. Nelson
Sales Manager.....E. Z. Jones
Chief Engineer.....E. J. Day

POLICIES

Liquor advertising not accepted. Beer accounts accepted.

Commercial service department adequately meets demands as occasion calls for.

WFTC

"WORLD'S FOREMOST TOBACCO CENTRE"
KINSTON—EST. 1937

FREQUENCY: 1200 Kc. POWER: 250 Watts.
d.; 100 Watts, n. OWNED BY: Jonas Weiland.
OPERATED BY: Jonas Weiland. BUSINESS
ADDRESS: Kinston. PHONE: 1200-1342. STU-
DIO ADDRESS: Kinston. TRANSMITTER LO-
CATION: Kinston. TIME ON THE AIR: (daily)
6:30 A.M. to 10:00 P.M.; (Sundays) 8:00 A.M.
to 10:00 P.M. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICES: Standard Radio,
Lang-Worth.

PERSONNEL

President.....Jonas Weiland
Commercial Manager.....Jonas Weiland
Advertising Manager.....C. Morgan
Chief Announcer.....Frank Harden
Publicity Director.....Bob Wasdon
Musical Director.....Jimmy Barber
Chief Engineer.....Harry Layman

POLICIES

No stated special policies.

WPTF

"WE PROTECT THE FAMILY"

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY
FREQUENCY: 680 Kc. POWER: 5000 Watts.
OWNED BY: WPTF Radio Co. OPERATED BY:
WPTF Radio Co. BUSINESS ADDRESS: 324
Fayetteville. PHONE: 3007-8-9. STUDIO AD-
DRESS: 324 Fayetteville. TRANSMITTER LO-
CATION: Cary. TIME ON THE AIR: 6:30 A.M.
to 11:00 P.M. NEWS SERVICES: United Press,
Transradio Press. TRANSCRIPTION SERV-
ICES: NBC Thesaurus, NAB Library, Lang-
Worth.

PERSONNEL

President.....J. R. Weatherspoon
Station Manager.....Richard H. Mason
Sales Manager.....John H. Field, Jr.
Publicity Director.....J. B. Clark
Chief Engineer.....Henry Hulick

POLICIES

Liquor advertising not accepted. Foreign
language accounts not accepted.

Merchandising includes: Direct mail, per-
sonal calls, studio display, and window.

REPRESENTATIVE

Free & Peters, Inc.

WEED

"VOICE OF EASTERN CAROLINA"

ROCKY MOUNT—EST. 1933

FREQUENCY: 1420 Kc. POWER: 250 Watts.
d.; 100 Watts, n. OWNED BY: W. Avera
Wynne. OPERATED BY: W. Avera Wynne.
BUSINESS ADDRESS: Rocky Mount. PHONE:
1420. STUDIO ADDRESS: Rocky Mount.
TRANSMITTER LOCATION: Rocky Mount.

TIME ON THE AIR: 6:45 A.M. to 8:00 P.M.
TRANSCRIPTION SERVICES: NBC Thesaurus,
Standard Radio, NAB Library.

PERSONNEL

Station Manager.....W. Avera Wynne
Commercial Manager.....B. W. Frank
Advertising Manager.....Bernard Proctor
Musical Director.....Don O'Connor

POLICIES

No liquor accounts accepted.

WMFD

WILMINGTON—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: R. A. Dunlea. OPERATED BY:
R. A. Dunlea. BUSINESS ADDRESS: 320 N.
Front St. PHONE: 3. STUDIO ADDRESS: 320
N. Front St. TRANSMITTER LOCATION: 320
N. Front St. TIME ON THE AIR: 7:00 A.M. to
7:00 P.M. NEWS SERVICES: Transradio Press,
Christian Science Monitor. TRANSCRIPTION
SERVICE: NBC Thesaurus.

PERSONNEL

President.....R. A. Dunlea
Commercial Manager.....S. Sternberger
Chief Announcer.....H. W. Lee
Station Manager.....R. A. Dunlea
Musical Director.....H. W. Lee
Chief Engineer.....R. Plank

POLICIES

No liquor advertising accepted.

REPRESENTATIVE

J. J. Devine & Associates

WGTM

"WORLD'S GREATEST TOBACCO MARKET"

WILSON—EST. 1937

FREQUENCY: 1310 Kc. POWER 100 Watts.
OWNED BY: H. W. Wilson and Ben Farmer.
OPERATED BY: H. W. Wilson and Ben Farmer.
BUSINESS ADDRESS: 115 W. Nash St.
PHONE: 2188. STUDIO ADDRESS: 115 W.
Nash St. TRANSMITTER LOCATION: two
miles south of Wilson on highway No. 301.
TIME ON THE AIR: 7:00 A.M. to local sunset
(EST). NEWS SERVICE: United Press and local
news. TRANSCRIPTION SERVICES: C. P. Mac-
Gregor and Standard Radio.

PERSONNEL

Station Manager.....H. W. Wilson
Commercial Manager.....Allen Wanamaker
Advertising Manager.....Allen Wanamaker
Chief Announcer.....Bill Steadman
Publicity Director.....Bill Steadman
Musical Director.....Miss Clyde Lee
Chief Engineer.....Ben Farmer

POLICIES

No liquor advertising is accepted. No drugs
that are not recommended by resident physi-
cian and no foreign language account nor
any communistic speech or radical speakers
that are not strictly in keeping with the Admin-
istration and good government.

Frequent novelty stunt advertising and direct mail advertising and window cards are used in connection with the sponsors campaign to help merchandise his product.

REPRESENTATIVE

Bryant, Griffith & Brunson, Inc.

W A I R

WINSTON-SALEM—EST. 1937

FREQUENCY: 1250 Kc. POWER: 250 Watts. OWNED BY: C. G. Hill, George D. Baker, and S. H. Baker. OPERATED BY: C. G. Hill, George D. Walter, and S. H. Walker. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 21133-4. STUDIO ADDRESS: Robert E. Lee Hotel. TRANSMITTER LOCATION: Reynolds Park. TIME ON THE AIR: 6:00 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, World Broadcasting System, NAB Library.

PERSONNEL

Station Manager.....George D. Walker
Commercial Manager.....C. G. Hill
Artists' Bureau Head.....Charles Keaton
Chief Announcer.....Donald Gardiner
Publicity Director.....H. I. Moseley
Musical Director.....Charles Keaton
Chief Engineer.....E. F. Downey

POLICIES

Accepts beer advertising. Does not accept foreign language programs.

Station maintains a merchandising department which is equipped with duplicating machines and all necessary equipment to offer direct mail tie-ins. The station also maintains

a complete photographic department equipped with Leica and Graflex cameras for obtaining pictures of artists and shows.

Also publishes a news sheet twice each month giving complete information on new business, outstanding shows and articles of general interest to broadcasters and clients.

REPRESENTATIVE

Bryant, Griffith & Brunson

W S J S

WINSTON-SALEM—EST. 1930

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Piedmont Pub. Co. OPERATED BY: Piedmont Pub. Co. BUSINESS ADDRESS: 416-420 N. Marshall St. PHONE: 4141. TRANSMITTER LOCATION: 416-420 N. Marshall St. TIME ON THE AIR: 7:00 A.M. to midnight (daily; 8:30 A.M. to midnight (Sunday). NEWS-PAPER AFFILIATIONS: Winston-Salem Journal, Twin City Sentinel. TRANSCRIPTION SERVICES: Standard Radio and Lang-Worth.

PERSONNEL

Station Manager.....N. L. O'Neil
Chief Announcer.....John Miller
Sales Manager.....N. L. O'Neil
Publicity Director.....R. L. Burgin
Musical Director.....E. C. Tuttle
Chief Engineer.....D. J. Lee

POLICIES

Does not handle liquor advertising.

General merchandising service available: surveys of sales of clients' products and competitors' are made from time to time.

REPRESENTATIVE

Kelley-Smith Company

NORTH DAKOTA

Population 706,000

Number of Families 149,890

Number of Radio Homes 113,090

Retail Sales \$150,208,000

Auto Registrations 167,241

K F Y R

"THE REGIONAL STATION WITH
CLEARED CHANNEL COVERAGE"

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts. d.; 1000 Watts. n. OWNED BY: Meyer Broadcasting Co. BUSINESS ADDRESS: 320 Broadway. PHONE: 19. STUDIO ADDRESS: 320 Broadway. TRANSMITTER LOCATION: Meno-

ken Township. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sundays) 8:00 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press; Bismarck Tribune. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....P. J. Meyer
Commercial Manager.....F. E. Fitzsimonds
Chief Announcer.....R. E. Burris
Station Manager.....F. E. Fitzsimonds

Musical Director..... R. E. Burris
Chief Engineer..... Ivar Nelson

POLICIES

Hard liquor not accepted. Foreign language accounts accepted when accompanied by English interpretation. Medicinal advertising accepted on restricted basis.

Personal calls and mailing lists. Merchandising assistance depends on size of contract.

REPRESENTATIVE

Gene Furgason & Co.

KDLR

"DEVILS LAKE RADIO"

DEVILS LAKE—EST. 1925

DAKOTA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: KDLR, Inc. OPERATED BY: KDLR, Inc.
BUSINESS ADDRESS: 1025-3rd St. PHONE: 1090.
STUDIO ADDRESS: 1025-3rd St. TRANSMITTER LOCATION: East end 4th St. City limits. TIME ON THE AIR: 6:30 A.M. to 8:30 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President..... Bert Wick
Commercial Manager..... Bert Wick
Chief Announcer..... Merle Bjorn
Station Manager..... Bert Wick
Musical Director..... Kermit Myhre
Chief Engineer..... Richard Moritz

POLICIES

No hard liquor accounts accepted.
Merchandising includes special theater exploitation trailers.

REPRESENTATIVE

Cox and Tanz, Inc.

W DAY

"OLDEST BROADCASTING STATION
IN THE NORTHWEST"

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY

FREQUENCY: 940 Kc. POWER: 5000 Watts.
d.: 1000 Watts, n. OWNED BY: WDAY, Inc.
OPERATED BY: WDAY, Inc. BUSINESS ADDRESS: 118 Broadway. PHONE: 6800. STUDIO ADDRESS: 118 Broadway. TRANSMITTER LOCATION: Near West Fargo. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Fargo Forum. NEWS SERVICES: Radio News Ass.; United Press, Fargo Forum. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President..... E. C. Reineke
Commercial Manager..... B. J. Lavin
Station Manager..... E. C. Reineke
Chief Announcer..... Ken Kennedy
Artists' Bureau Head..... Ken Kennedy
Publicity Director..... David Henley
Chief Engineer..... Julius Hetland

THE BIGGEST LITTLE BUY IN RADIO

KRMC

JAMESTOWN

NORTH DAKOTA

LISTEN BOYS:

KRMC may not be the biggest broadcasting station in the world . . .
BUT . . .

IT DOES A BIG TIME JOB!

By its unique merchandising plan and its special event broadcasting it holds the biggest little audience in the country.

Write to us and let us tell *you* our story.

Owned by

ROBERTS-MacNAB CO.
JAMESTOWN, NORTH DAKOTA

Member North Central Broadcasting System

THE BIGGEST LITTLE BUY IN RADIO

POLICIES

Accept no hard liquor advertising.
Usual merchandising assistance and co-operation with sales crews.

REPRESENTATIVE

Free and Peters, Inc.

K F J M

GRAND FORKS

FREQUENCY: 1410 Kc. POWER: 1000 Watts. d.; 500 Watts, n. OWNED BY: University of N. D. OPERATED BY: University of N. D. BUSINESS ADDRESS: 1st Nat'l Bank Bldg. PHONE: 1200. STUDIO ADDRESS: 1st Nat'l Bank Bldg. TRANSMITTER LOCATION: University of N. D. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

PERSONNEL

Station Manager.....Dalton Le Masurier
Sales Manager.....E. O. Hanson
Chief Engineer.....Elwin O'Brien
Program Director.....Helen LaVelle

POLICIES

Accepts foreign language programs. Accept beer and wine accounts but do not accept liquor or proprietary advertising.

Local sales staff available for surveys, local dealer contacts. No reasonable requests turned down.

REPRESENTATIVE

Joseph Hershey McGillvra

K R M C

"IF IT HAPPENS IN JAMESTOWN
KRMC BROADCASTS IT"

JAMESTOWN—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Roberts-MacNab Co. OPERATED BY: Van Cronkhite Associates, Chicago, & New York. BUSINESS ADDRESS: Gladstone Hotel. PHONE: 100-358. STUDIO ADDRESS: Gladstone Hotel. TRANSMITTER LOCATION: South of city. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: Radio News Association; Statsman County Record. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....A. J. Breitbach
Station Manager.....Roy H. Brant
Artists' Bureau Head.....Mrs. Lunetta Wiest
Chief Announcer.....Arvid Johnson
Publicity Director.....Roy H. Brant
Chief Engineer.....Don Holaday

POLICIES

Only beer and light wine. Foreign language accepted subject to time arrangement.

Merchandising provides window displays, limited billboard space and tie-ups with Jamestown Daily Sun and in county weeklies.

K G C U

MANDAN—EST. 1925

FREQUENCY: 1240 Kc. POWER: 250 Watts. OWNED BY: Mandan Radio Association. OPERATED BY: Mandan Radio Association. BUSINESS ADDRESS: Kennelly Furniture Co. Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mandan. TIME ON THE AIR: Shares Time with KLPM. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....H. C. Schulte
Secretary.....Charles Toman, Jr.
Manager.....John Kennelly

K L P M

"VOICE OF MAGIC CITY"

MINOT—EST. 1929

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: John B. Colley. OPERATED BY: Same. BUSINESS ADDRESS: 118 S. Main. PHONE: 1267-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: S. E. Minot. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System. C. P. MacGregor.

PERSONNEL

President.....John B. Cooley
Commercial Manager.....E. H. Cooley
Chief Announcer.....J. A. Solga
Station Manager.....Richard J. Schmidt
Publicity Director.....Helen M. Burnstad
Chief Engineer.....C. W. Baker

POLICIES

Does not accept liquor advertising other than beer. Accepts foreign language programs in the Scandinavian tongue.

REPRESENTATIVES

Sears & Ayer
Transamerican Broadcasting & Television Corp.

K O V C

VALLEY CITY—EST. 1936

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc. BUSINESS ADDRESS: Hotel Rudolf. PHONE: 408. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: Full Time. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Station Director.....Mark C. Crandall

OHIO

Population 6,733,000

Number of Families 1,716,900 Number of Radio Homes 1,581,700

Retail Sales \$1,956,941,000 Auto Registrations 1,777,048

WADC

"WHERE AKRONITES DIAL
CONSTANTLY"

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 Watts.
d.; 1000 Watts, n. OWNED BY: Allen T. Simmons.
OPERATED BY: Same. BUSINESS ADDRESS: Akron.
PHONE: Hemlock 5151-2-3. STUDIO ADDRESS: Akron & Canton.
TRANSMITTER LOCATION: Talmadge. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library.

PERSONNEL

Station Manager Allen T. Simmons
Commercial Manager E. A. Marchal
Artists' Bureau Head H. L. Hageman
Chief Announcer R. B. Wilson
Sales Manager F. C. Bock
Chief Engineer John Aitkenhead

POLICIES

Must conform to State and Federal Communication Commission regulations.

Merchandising: Contacting retail outlets. Handling and mailing letters. Distributing window and counter displays.

WJW

"THE VOICE OF AKRON"

AKRON—EST. 1932

FREQUENCY: 1210 Kc. POWER: 250 Watts.
d.; 100 Watts, n. OWNED BY: WJW, Inc. OPERATED BY: WJW, Inc. BUSINESS ADDRESS: 41 S. High St. PHONE: Jefferson 6111. STUDIO ADDRESS 41 S. High St. TRANSMITTER LOCATION: 41 S. High St. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWS SERVICES: Local News and Christian Science Monitor. MAINTAINS ARTISTS' BUREAU: TRANSCRIPTION SERVICES: World Broadcasting System.

PERSONNEL

President John F. Weimer
Advertising Manager S. W. Townsend
Artists' Bureau Head A. W. Graham
Chief Announcer Len Taylor
Station Manager S. W. Townsend

Sales Manager S. W. Townsend
Publicity Director A. W. Graham
Musical Director A. W. Graham
Chief Engineer Gerald Roberts

POLICIES

No stated special policies.
Station "Plugs" and Newspaper Tie-in on commercial accounts. Rebroadcast programs of WOSU.

WICA

"WELCOME, INDUSTRY, COMMERCE,
AND AGRICULTURE"

ASHTABULA—EST. 1937

FREQUENCY: 940 Kc. POWER: 250 Watts.
OWNED BY: C. A. Rowley. OPERATED BY: Same. BUSINESS ADDRESS: 221 Center St. PHONE: 1211-1311. STUDIO ADDRESS: Sheldon Remick Bldg. TRANSMITTER LOCATION: Jefferson Road. TIME ON THE AIR: Local sunrise to sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus and Standard Radio.

PERSONNEL

President C. A. Rowley
Commercial Manager R. C. Marvin
Advertising Manager R. C. Marvin
Artists' Bureau Head Gerald O'Brien
Chief Announcer Walter Walrath
Station Manager R. B. Rowley
Musical Director Harold Leaman
Chief Engineer George Gautney

POLICIES

No intoxicating liquor advertising accepted.

REPRESENTATIVE

Howard Wilson Company

WHBC

"VOICE OF STARK COUNTY"

CANTON—EST. 1925

FREQUENCY: 1200 Kc. POWER: 100 Watts.
(Construction Permit for 250 Watts, daytime).
OWNED BY: Edward P. Graham. OPERATED BY: Edward P. Graham. BUSINESS ADDRESS: 319 Tuscarawa St., West. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Canton. TIME ON THE AIR: Daily, 8:00 A.M. to 9:30

P.M.; Sunday, 12:00 noon to 3:00 P.M. and 6:00 P.M. to 9:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

PERSONNEL

General Manager.....S. A. Spilker
 Commercial Manager.....Ralph Bruce
 Chief Announcer.....Wade Barnes
 Chief Engineer.....Kenneth Sliker

WCKY

CINCINNATI—EST. 1929

NBC—MUTUAL-WLW LINE

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS ADDRESS: 6th & Madison, Covington, Ky. Netherland Plaza Hotel, Cincinnati. PHONE: Hemlock 7655. STUDIO ADDRESS: Netherland Plaza Hotel, Cincinnati, 6th & Madison, Covington, Ky. TRANSMITTER LOCATION: Near Crescent Springs. TIME ON THE AIR: (Daily) 6:30 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: Transradio Press, International News Service & Universal Service. TRANSCRIPTION SERVICE: World Broadcasting System; NBC Thesaurus; NAB Library.

PERSONNEL

President.....L. B. Wilson
 Commercial Manager...Lloyd George Venard
 Advertising Manager.....L. B. Wilson
 Chief Announcer.....Lee Goldsmith
 Station Manager.....L. B. Wilson
 Sales Manager.....Lloyd George Venard
 Publicity Director.....Elmer Dressman
 Musical Director.....Mabel Fields
 Chief Engineer.....C. H. Topmiller

POLICIES

Beer and wine accepted. No hard liquor accounts. All medicinal copy must be okayed by continuity department.

Merchandising service with 26 or more programs includes sales meetings with manufacturers' salesmen or distributors; meeting with jobber salesmen; personal calls on buyers for wholesalers and chains; plus key retailers; route lists furnished for drug and food retailers; letter or postcards to retailers, plus letter follow up to wholesalers enclosing sample of retail literature; window stripping in Greater Cincinnati, Hamilton and Middletown; placing displays in Greater Cincinnati, Hamilton & Middletown; checking of product sales before and during campaign; publicity service for program including bulletins and news releases to more than 100 weekly and daily papers in WCKY's primary area; program mention on street car cards in Greater Cincinnati, Hamilton and Middletown and North-

ern Kentucky. Amount and type if merchandise service dependent upon type of contract, type of product and sales problem in WCKY's primary area.

REPRESENTATIVE

Free & Peters, Inc.

WCPO

"CINCINNATI NEWS STATION"

CINCINNATI—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Scripps Howard Radio, Inc. OPERATED BY: Scripps Howard Radio, Inc. BUSINESS ADDRESS: Keith Bldg. PHONE: Main 3314-5-6-7. STUDIO ADDRESS: Keith Bldg. TRANSMITTER LOCATION: Daylight Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Scripps Howard Newspapers, Cincinnati Post. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, Associated Music.

PERSONNEL

President.....Jack Howard
 Vice President.....J. C. Hanrahan
 Advertising Manager.....George Hart
 Artists' Bureau Head.....Andre Carlon
 Chief Announcer.....Ken Beghold
 Publicity Director.....Walter Corning
 Musical Director.....John P. Smith
 Chief Engineer.....Glen Davis

POLICIES

Accounts accepted within state laws and station civic policies.

Merchandising and exploitation through window displays, theater trailers, billboard signs and newspaper ads.

WKRC

CINCINNATI—EST. 1923

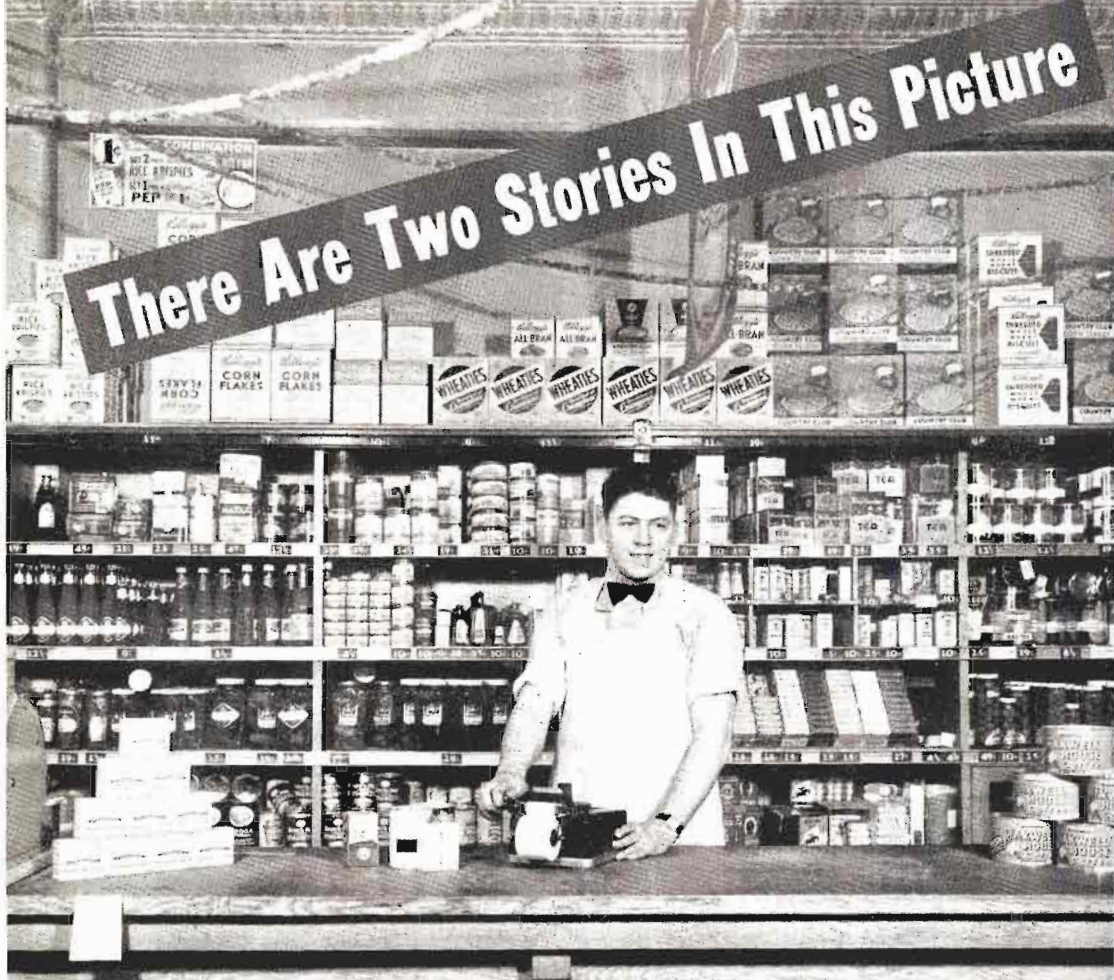
COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: Hotel Alms, Locust & Victory Parkway. PHONE: Woodburn 0550. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cincinnati. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (12:00 midnight while New York is on Daylight Saving Time). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

General Manager.....John McCormick
 Commercial Manager ..William J. Williamson

There Are Two Stories In This Picture



There's nothing staged about this photograph of an average food store . . . but it serves to illustrate two important factors in the sale of consumer merchandise.

ONE... dealers give WLW-advertised products preferential display and . . .

TWO... WLW's cultivation of "Dealer Support" for its advertisers is paying definite advertising dividends.

We believe that dealer support is still vital to the success of any advertising campaign . . . after all, most products are purchased through retail dealers.

★ **WLW** - THE NATION'S STATION
CINCINNATI

POLICIES

Governed by the policies of the Columbia Broadcasting System.

Has full merchandising facilities.

REPRESENTATIVE

Radio Sales

WLW

"THE NATION'S STATION"
CINCINNATI—EST. 1922
NBC (RED & BLUE)—MUTUAL
WLW LINE

FREQUENCY: 700 Kc. POWER: 500,000 Watts. OWNED BY: The Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mason. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWS SERVICES: International News Service and United Press. MAINTAINS ARTISTS BUREAU.

PERSONNEL

PresidentPowel Crosley, Jr.
Vice-President-Station Manager

James D. Shouse

Asst. Commercial Managers. E. C. Krautters,
K. Wallace Husted

Artists Bureau HeadA. R. Plough
Chief AnnouncerPeter Grant
Publicity DirectorJ. N. Bailey
Musical Directors.....William Stoess,
Josef Cherniavsky

Chief EngineerR. J. Rockwell

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, and foreign language programs not accepted. All programs otherwise, subject to the approval of the station.

Merchandising: While no special merchandising plan is used, the services of J. Ralph Corbett, Inc., is available. Concern is a merchandising organization which functions as consultant in developing and marketing new products, sales promotion and distributing campaigns, etc., through a permanent field merchandising staff of men.

REPRESENTATIVE

Trans-American Broadcasting and Television Corp.

WSAI

"CINCINNATI'S OWN STATION"
CINCINNATI—EST. 1928
NBC—MUTUAL—WLW LINE

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Warner & Roh Sts. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily);

8:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICES: International News Service, Universal Service, United Press. MAINTAINS ARTISTS BUREAU.

PERSONNEL

PresidentPowel Crosley, Jr.
Station ManagerJames D. Shouse
Asst. Sales Managers.....E. C. Krautters,
K. Wallace Husted

Artists Bureau HeadA. R. Plough
Chief AnnouncerPeter Grant
Publicity Director.....J. N. Bailey
Musical Directors.....William Stoess,
Josef Cherniavsky

Chief EngineerR. J. Rockwell

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Announcements and talks accepted only where subject matter is in the opinion of the station, of genuine public interest. All programs subject to the approval of the station.

REPRESENTATIVE

Trans-American Broadcasting & Television Co.

WCLE

CLEVELAND—EST. 1927
MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts. OWNED BY: Cleveland Radio Broadcasting Corp. OPERATED BY: Cleveland Radio Broadcasting Corp. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 6:30 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; NAB Library.

PERSONNEL

President.....M. F. Rubin
Vice President.....H. K. Carpenter
Station Manager.....H. K. Carpenter
Advertising Manager.....John T. Vorpe
Artists' Bureau Head.....Louis Rich
Chief Announcer.....Russel Richmond
Sales Manager.....K. K. Hackathorn
Musical Director.....Louis Rich
Chief Engineer.....E. L. Gove

POLICIES

Does not accept liquor advertising. Foreign language programs accepted in restricted times.

Merchandising: Maintains a well organized merchandising unit to promote sponsors' radio efforts and help capitalize on its results.

Route lists furnished for drug or grocery retailers.

Personal calls on wholesalers plus key retailers with your promotion.

Letters to the retailers (for which you are only charged postage)—or, if preferred, West-

ern Union messages may be substituted for letters at a slightly higher cost.

WCLE studios, production and talent facilities for dealer meetings or retailer sessions.

Surveys at start—and during campaign on product.

These services are available to every WCLE program advertiser without cost except as mentioned above.

REPRESENTATIVE

Free & Peters, Inc.

WGAR

"THE FRIENDLY STATION"

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: WGAR Broadcasting Co. OPERATED BY: WGAR Broadcasting Co. BUSINESS ADDRESS: Hotel Statler. PHONE: Prospect 0200. STUDIO ADDRESS: Hotel Statler. TRANSMITTER LOCATION: 1000 Harvard Ave., Cuyahoga Heights. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICES: International News Service, Universal Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Library, NAB Library.

PERSONNEL

President.....George A. Richards
Station Manager & VP.....John F. Patt
Commercial Manager.....Ellis Vander Pyl
Public Relations Director.....Graves Taylor
Artists' Bureau Head.....Worth Kramer
Chief Announcer.....Carl George
Program Director.....Worth Kramer
Sales Manager.....Ellis Vander Pyl
Musical Director.....Walberg Brown
Chief Engineer.....R. Morris Pierce

POLICIES

Liquor advertising is accepted for broadcast only after 10 P.M. Foreign language programs are broadcast without restriction as to time, but material is subject to change by WGAR manager. Beer advertising is accepted at any time.

The sales promotion director and public relations director collaborate on special campaigns for promotion of sponsor's product in the Cleveland area. Direct mail campaigns, car card schedules and cab cover sets are offered when available—and at cost to the sponsor. All Cleveland newspapers are serviced with program news by WGAR's publicity department.

REPRESENTATIVE

Edward Petry & Co.

Certainly there is chemistry in radio, especially at WHK-WCLE in Cleveland where executives spend an unusual amount of time in research, analysis, test and survey of WHK-WCLE programs. They believe wholeheartedly the stations exist to serve the interest, convenience and necessity of listeners.

How well this policy works is best shown by the large percentage of the half million radio families in Northern Ohio who listen regularly to these stations and by the fact that some twenty Cleveland-originated programs are "fed" by WHK-WCLE to a national network each week.

Time buyers in increasingly large numbers are finding WHK-WCLE the best way to reach the country's fifth largest market.



WHK  WCLE
CLEVELAND

H. K. Carpenter, Vice Pres. and Gen. Mgr.

FREE & PETERS, Inc. - National Representatives. New York - Chicago - Detroit

WHK

"CLEVELAND'S PIONEER STATION"
CLEVELAND—EST. 1921
NBC—(BLUE) MUTUAL

FREQUENCY: 1390 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Radio Air Service Corp. OPERATED BY: Radio Air Service Corp. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower. TRANSMITTER LOCATIONS: Seven Hills. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU: TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

PERSONNEL

President.....John S. McCarrens
Vice President.....H. K. Carpenter
Station Manager.....H. K. Carpenter
Advertising Manager.....John T. Vorpe
Artists' Bureau Head.....Louis Rich
Chief Announcer.....Russel Richmond
Sales Manager.....K. K. Hackathorn
Musical Director.....Louis Rich
Chief Engineer.....E. L. Gove

POLICIES

Does not accept liquor advertising. Foreign language programs accepted in restricted times.

Merchandising: Maintains a well organized merchandising unit to promote sponsors' radio efforts and help on its results.

Route lists furnished for drug or grocery retailers.

Personal calls on wholesalers plus key retailers with your promotion.

Personal calls on wholesalers plus key retailers with your promotion.

Letters to the retailers (for which you are only charged postage)—or, if preferred, Western Union messages may be substituted for letters at a slightly higher cost.

WHK studios, production and talent facilities for dealer meetings or retailer sessions.

Surveys at start—and during campaign on product.

These services are available to every WHK program advertiser without cost except as mentioned above.

REPRESENTATIVE

Free & Peters, Inc.

WTAM

"WHERE THE ARTISTS MEET IN CLEVELAND"

CLEVELAND—EST. 1923
NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 1070 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 815 Superior Ave., N. E. PHONE:

Cherry 0942. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brecksville Village. TIME ON THE AIR: 5:59 A.M. to 1:00 A.M. (daily). 6:59 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Lenox R. Lohr
Commercial Manager.....Howard Barton
Station Manager.....Vernon H. Pribble
Sales Manager.....Howard A. Barton
Publicity Director.....Bob Dailey
Program Director.....Hal Metzger
Musical Director.....Walter Logan
Chief Engineer.....S. E. Leonard

POLICIES

Liquor advertising not accepted with exception of beer. Foreign language accounts not accepted. NBC policies apply otherwise.

Merchandising consistent with policy of National Broadcasting Co.

REPRESENTATIVE

National Broadcasting Co., Inc.

WBNS

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WBNS, Inc. OPERATED BY: WBNS, Inc. BUSINESS ADDRESS: 33 No. High St. PHONE: Adams 9265-6. STUDIO ADDRESS: 33 No. High St. TRANSMITTER LOCATION: 1035 Barnett Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President.....Robert H. Wolfe
Commercial Manager.....W. I. Orr
Advertising Manager.....W. I. Orr
Artists' Bureau Head.....Lowell Riley
Chief Announcer.....Russell Canter
Station Manager.....Richard A. Borel
Sales Manager.....W. I. Orr
Publicity Director.....J. O. Verian
Musical Director.....Walter Knick
Chief Engineer.....Lester H. Neffger

POLICIES

Accepts beer and wine; not whiskey. Foreign language accounts are accepted. Does not encourage patent medicine accounts. Station passes on all such copy.

Station purchases newspaper display space to exploit commercials. Station is liberal with deadheads for new programs. Maintains merchandising department for distribution checks and personal contacts. Assumes part of labor in display distribution and informative letters to dealers. Maintains close contact with newspapers.

REPRESENTATIVE

John Blair & Company

WCOL

COLUMBUS—EST. 1934

NBC—(RED & BLUE)

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WCOL, Inc. OPERATED BY: WCOL, Inc. BUSINESS ADDRESS: 33 N. High St. PHONE: Main 4581. STUDIO ADDRESS: 33 N. High St. TRANSMITTER LOCATION: 33 N. High St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Ohio State Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....K. B. Johnston
Commercial Manager.....Neal Smith
Chief Announcer.....William Wallace
Station Manager.....C. R. Thompson
Sales Manager.....Jack Kelly
Publicity Director.....Ed Bronson
Chief Engineer.....Ernest Lowe

POLICIES

Accept Beer accounts anytime. Hard liquor after 10:00 P.M. No foreign language accounts accepted. All copy must conform to F.C.C. regulations.

On request WCOL will notify retailers concerning broadcast campaigns over this station. Merchandising department checks progress of sales and will assist in setting up counter displays calling attention to the advertisers program over WCOL.

REPRESENTATIVE

Craig & Hollingbery, Inc.

WHKC

"THE VOICE OF OHIO"

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: Associated Radiocasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 22 E. Gay St. PHONE: Adams 1101. STUDIO ADDRESS: 22 East Gay St. TRANSMITTER LOCATION: Sharon Road. TIME ON THE AIR: 6:30 A.M. to sundown Pacific Time. NEWSPAPER AFFILIATION: Station is a subsidiary of the United Broadcasting Co. which is owned and operated by the Cleveland Plain Dealer. Not directly affiliated, however. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Station Manager.....Carl M. Everson
Sales Manager.....Harry H. Hoessly
Publicity Director.....Robert S. French
Musical Director.....John K. Agnew
Chief Engineer.....J. E. Anderson

POLICIES

Beer and wine accounts accepted, hard liquor advertising taboo. Medicinal accounts must meet specifications of Federal Trade Commission. No foreign language programs; Foreign language population very small

Exploits new commercial programs with newspaper advertising for two or three weeks at no cost to advertiser; merchandising department co-operates in preparation of direct mail, window cards, posters etc., at actual cost of production.

REPRESENTATIVE

Free & Peters, Inc.

WOSU

COLUMBUS—EST. 1922

FREQUENCY: 570 Kc. POWER: 1000 Watts. d.: 750 Watts, n. OWNED BY: Ohio State University. OPERATED BY: Ohio State University. BUSINESS ADDRESS: Columbus. PHONE: University 148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: Ohio State University. TIME ON THE AIR: Irregular—1/3 time.

PERSONNEL

President.....Geo. W. Rightmire
Chief Announcer.....W. F. Heimlich
Station Manager.....R. C. Higgy
Chief Engineer.....C. S. Bidleck

POLICIES

No advertising accepted.

WHIO

"ALWAYS A GOOD SHOW ON WHIO TEST STATION OF THE NATION"

DAYTON—EST. 1934

FREQUENCY: 1260 Kc. POWER: 5000 Watts. d.: 1000 Watts, n. OWNED BY: Miami Valley Broadcasting Corp. OPERATED BY: Miami Valley Broadcasting Corp. BUSINESS ADDRESS: 39 S. Ludlow. PHONE: Adams 2261-2-3-4 & 2652. STUDIO ADDRESS: 39 S. Ludlow St. TRANSMITTER LOCATION: Virginia Drive & Brandt Pike. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Dayton Daily News, Springfield News, Springfield Sun. NEWS SERVICE: United Press & Transradio Press. TRANSCRIPTION SERVICE: Associated Transcription Library.

PERSONNEL

President.....James M. Cox, Jr.
Commercial Manager.....D. A. Brown
Merchandise Director.....Charles Swink
Station Manager.....J. L. Reinsch
Publicity Director.....Thomas Stewart
Musical Director.....Thomas Dunkelberger
Chief Engineer.....Ernest L. Adams
Promotion Manager.....James LeGate

POLICIES

No liquor advertising nor foreign language accounts broadcast. Copy and programs must be in good taste.

Four windows fronting the WHIO building are available for advertiser's displays. Pictures of the display are furnished to the agency and account. Merchandise department maintains close check on sales of all advertisers products, arranges and designs display material, conducts surveys, contacts retailers, jobbers, and distributors. Station slogan "Test Station of the Nation" guides the building of the extensive merchandise service. Promotion on programs and products are worked out with theaters, radio shows, county fairs, etc.

REPRESENTATIVE

John Blair & Co.

WSMK

"PIONEER STATION, MIAMI VALLEY"

DAYTON—EST. 1922

FREQUENCY: 1380 Kc. POWER: 200 Watts. OWNED BY: WSMK, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 121 N. Main. PHONE: Adams 3288-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Calvery Hill. TIME ON THE AIR: 6:00 A.M. to 7:30 P.M.—10:00 P.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President Stanley M. Krohn, Jr.
Advertising Manager S. Ten Eyck
Chief Announcer J. McKiernan
Station Manager Stanley M. Krohn, Jr.
Sales Manager Chester Hinkle
Publicity Director S. Ten Eyck
Musical Director Helene Blue
Chief Engineer Paul Braden

POLICIES

No special policies on liquor or foreign language programs.

Merchandising: Salesman is required to work with the advertiser on a merchandising basis. By having a limited number of contacts assigned him the salesman can cover both jobs easily and intelligently.

WBLY

"VOICE OF LIMA"

LIMA—EST. 1936

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Herbert Lee Blye. OPERATED BY: Herbert Lee Blye. BUSINESS ADDRESS: Lima Club Bldg. PHONE: Main 4632. STUDIO ADDRESS: 117 South McDonald St. TRANSMITTER LOCATION: 1424 Rice Ave. TIME

ON THE AIR: Daylight Hours. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Inc.

PERSONNEL

President Herbert Lee Blye
Commercial Manager Herbert Lee Blye
Chief Announcer Gordon Shaw
Station Manager Herbert Lee Blye
Sales Manager J. R. Wayne
Publicity Director Dawell Newlin
Musical Director Helen Payne
Chief Engineer S. J. Gladfeller

POLICIES

No liquor advertising accepted.

WPAY

"THE VOICE OF SOUTHERN OHIO"

PORTSMOUTH—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Vee Bee Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1007 Gallia St. PHONE: 1010 and 2504. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 821 Chillocothe St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President M. F. Rubin
Station Manager Marie W. Vandegrift
Commercial Manager Marie W. Vandegrift
Chief Announcer Orville Fields
Publicity Director Mary Kline
Chief Engineer Maurice Myers

POLICIES

Does not accept beer or liquor advertising; does accept foreign language accounts.

Merchandising: Merchandising man who visits stores, checking up on the sale of nationally advertised products being advertised on station, also products. Suggests more prominent ways to display these products, takes orders which he immediately delivers to the wholesaler and for which their local salesman gets full credit and helps the individual stores in any manner possible.

REPRESENTATIVE

Cox and Tanz

WSPD

"THE VOICE OF TOLEDO"

TOLEDO—EST. 1921

FREQUENCY: 1340 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Fort Industry Co. OPERATED BY: The Fort Industry Co. BUSINESS ADDRESS: 505 Jefferson Ave. TRANSMITTER LOCATION: R.F.D., Perrysburg. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M.

NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music, NBC Thesaurus.

PERSONNEL

President.....George B. Storer
 Commercial Manager.....E. Y. Flanigan
 Advertising Manager.....E. Y. Flanigan
 Artists' Bureau Head.....Russell Gohring
 Chief Announcer.....Russell Gohring
 Program Director.....Russell Gohring
 Station Manager.....J. Harold Ryan
 Sales Manager.....E. Y. Flanigan
 Publicity.....Gene Williams
 Musical Director.....Russell Gohring
 Chief Engineer.....Vern C. Alston

POLICIES

Hard liquor advertising accepted for presentation only after 10:30 P.M. Beer and light wines, no restrictions other than copy censorship. One participating Polish program weekly; foreign language accounts accepted. Chain Breaks between 6 and 11 P.M. must be held to a maximum of 35 words.

Any and all reasonably merchandising assistance is offered to all national advertisers. Where special assistance of an extremely costly nature is desired, arrangements as to cost-bearing will be made between the advertiser and the station. No charge for dealer check-ups, contacts, distribution of promotional material, and publicity through more than fifty territorial newspapers with whom most cordial relations are maintained.

REPRESENTATIVE

John Blair & Co.

WTOL*

"TOLEDO'S FRIENDLY STATION"

TOLEDO—EST. 1938

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Frazier Reams. OPERATED BY: Community Broadcasting Co. BUSINESS ADDRESS: Penthouse, Bell Bldg. PHONE: Adams 3291-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Toledo. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

PERSONNEL

President.....Frazier Reams
 Commercial and Station Mgr.....M. E. Kent
 Chief Engineer.....Wm. P. Siegman, Jr.
 Program Director.....Lester Mitchell

* Operating under C.P. issued by FCC, at time of going to press.

WKBN

YOUNGSTOWN—EST. 1926

CBS—BUCKEYE NETWORK

FREQUENCY: 570 Kc. POWER: 500 Watts. OWNED BY: WKBN Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17 N. Champion St. PHONE: 42122. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sunset Blvd. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library and Lang-Worth.

PERSONNEL

President and Gen. Mgr.. W. P. Williamson, Jr.
 Station Director.....J. L. Bowden
 Sales Manager.....E. E. Evans
 Publicity Director.....G. Sharp
 Musical Director.....G. Sharp
 Chief Engineer.....B. T. Wilkins

POLICIES

Accepts liquor after 10:00 p.m.
 Merchandising to clients at cost.

REPRESENTATIVE

Free & Peters

WALR

"THE VOICE OF SOUTH EASTERN OHIO"

ZANESVILLE—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WALR Broadcasting Corp. OPERATED BY: WALR Broadcasting Corp. BUSINESS ADDRESS: 17½ So. Fourth St. PHONE: 5044. STUDIO ADDRESS: 17½ So. Fourth St. TRANSMITTER LOCATION: 434 Main St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Station Manager.....Ronald B. Woodyard
 Commercial Manager.....Ronald B. Woodyard
 Advertising Manager.....Ronald B. Woodyard
 Artists' Bureau Head.....Bob Horn
 Chief Announcer.....Stuart Finley
 Sales Manager.....Ronald B. Woodyard
 Publicity Director.....H. Hoag
 Musical Director.....Stuart Finley
 Chief Engineer.....Wm. Hunt

POLICIES

No special policies or restrictions.
 Has full merchandising service.

REPRESENTATIVE

John Blair & Co.

OKLAHOMA

Population 2,548,000

Number of Families 596,225

Number of Radio Homes 380,680

Retail Sales \$434,793,000

Auto Registrations 513,914

KADA

"IN OKLAHOMA'S FASTEST GROWING CITY"

ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: Dr. C. C. Morris. OPERATED BY:
Dr. C. C. Morris. BUSINESS ADDRESS: 115½
S. Rennie. PHONE: 1212. STUDIO ADDRESS:
115½ S. Rennie. TRANSMITTER LOCATION:
N. Broadway. TIME ON THE AIR: 6:30 A.M.
to local sunset. NEWS SERVICE: Transradio
Press. TRANSCRIPTION SERVICE: World
Broadcasting System.

PERSONNEL

Owner.....Dr. C. C. Morris
Commercial Manager.....John M. Whitney
Chief Announcer.....Russell Miller
Station Manager.....John M. Whitney
Sales Manager.....Bob Kniseley
Publicity Director.....Warren Moore
Chief Engineer.....Leiland Seay

POLICIES

No beer or liquor advertising accepted. No
Sunday advertising (locally).. No market for
foreign language programs.

Poster service is used to draw attention to
programs.

REPRESENTATIVE

Joseph Hershey McGillvra

KVSO

"VOICE OF SOUTHERN OKLAHOMA"
ARDMORE—EST. 1935

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: Ardmoreite Pub. Co. OPERATED
BY: Ardmoreite Pub Co. BUSINESS ADDRESS:
114-18 N. Washington. PHONE: 2200. STU-
DIO ADDRESS: Chickasaw and N. W. Blvd.
TIME ON THE AIR: 7:00 A.M. to 12:00 P.M.
NEWSPAPER AFFILIATION: Daily Ardmoreite.
NEWS SERVICE: Associated Press (Non-Com-
mercial). TRANSCRIPTION SERVICE: World
Broadcasting System.

PERSONNEL

General Manager.....Allert Riesen
Commercial Manager.....William Robetsek

Chief Announcer.....Paul Duncan
Station Manager.....James Griffin
Musical Director.....Dolly Dutton
Chief Engineer.....Paul Ross

POLICIES

As per state law, accepts beer and wine
only.

REPRESENTATIVE

Joseph Hershey McGillvra

KASA

ELK CITY—EST. 1932

MUTUAL

FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: E. M. Woody. OPERATED BY:
E. M. Woody. BUSINESS ADDRESS: Casa
Grande Hotel. PHONE: 730. STUDIO AD-
DRESS: Casa Grande Hotel. TRANSMITTER
LOCATION: Casa Grande Hotel. TIME ON
THE AIR: 6:30 a.m. to 9:00 p.m. NEWS SER-
VICE: Transradio Press.

PERSONNEL

President.....E. M. Woody
Station Manager.....F. E. Mayhew
Advertising Manager.....Lyman Brown
Chief Announcer.....Lyman Brown
Sales Manager.....F. E. Mayhew
Chief Engineer.....Geo. Patterson

POLICIES

No advertising for liquor or beers of more
than 3.2 content are allowed in Oklahoma.
Does not accept any foreign language ac-
counts or programs.

KCRC

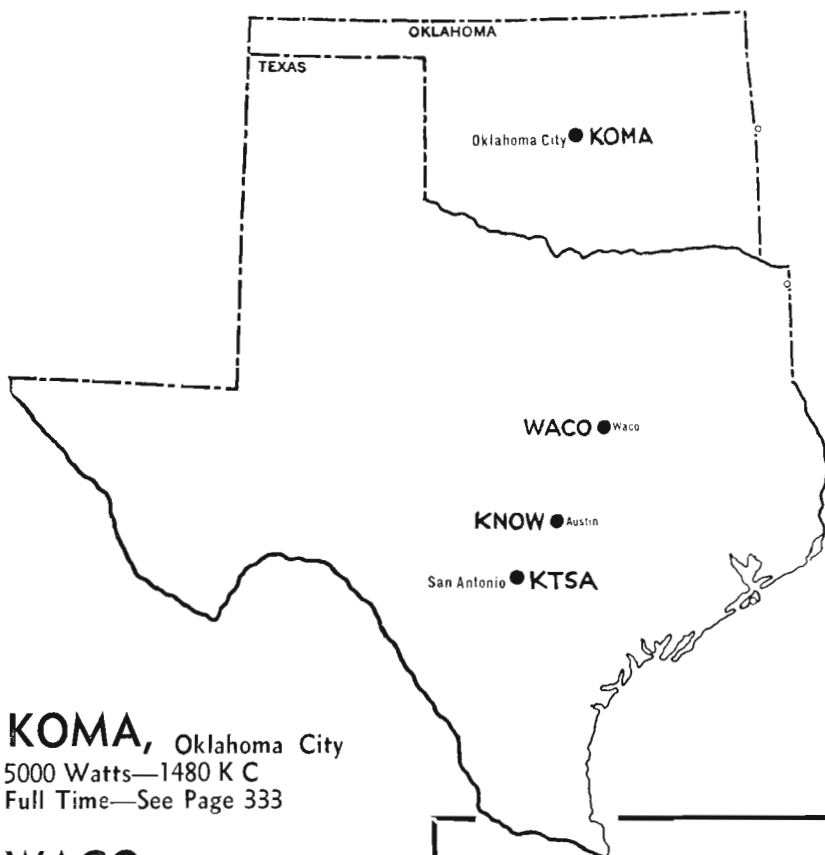
"OKLAHOMA'S MOST AGGRESSIVE
STATION"

ENID—EST. 1928

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1360 Kc. POWER: 250 Watts.
OWNED BY: Enid Radiophone Co. OPERATED
BY: Enid Radiophone Co. BUSINESS AD-
DRESS: Box 948. PHONE: 447-8. STUDIO
ADDRESS: Willow and Kennedy Sts. TRANS-
MITTER LOCATION: Willow and Kennedy Sts.

Serving **4** Great Markets *in the* Great Southwest



KOMA, Oklahoma City
5000 Watts—1480 K C
Full Time—See Page 333

WACO, Waco
100 Watts—1420 K C
Full Time—See Page 376

KNOW, Austin
100 Watts—1500 K C
Full Time—See Page 364

KTSA, San Antonio
5000 Watts day, 1000 Watts night
550 K C —Full Time
See Page 375

In the **Prosperity Belt**

These four stations, all full time CBS outlets, offer dominant coverage of selected markets. You need them to sell the great southwest thoroughly.

National Representation By

International Radio Sales
New York • Chicago • Detroit
Los Angeles

TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.
 NEWSPAPER AFFILIATIONS: Enid Morning
 News, Enid Daily Eagle. NEWS SERVICE:
 Associated Press (Non-Commercial). MAIN-
 TAINS ARTISTS' BUREAU. TRANSCRIPTION
 SERVICES: Transco and World Broadcasting
 System.

PERSONNEL

President.....W. M. Taylor
 Station Manager.....Craig Campbell
 Advertising Manager.....S. J. Kotapish
 Artists' Bureau Head.....Ralph Rogers
 Chief Announcer.....Ralph Rogers
 Sales Manager.....Craig Campbell
 Publicity Director.....Glen Williams
 Musical Director.....Mabel Waken
 Chief Engineer.....A. B. Clopton

POLICIES

No special restrictions. Accepts beer and
 wine only as per state law.

Features merchandising: News stories in
 both Enid dailies—Show Cards in stores.
 Dealer contacts throughout territory and Direct
 Mail, etc.

REPRESENTATIVE

Joseph Hershey McGillvra

KBIX

MUSKOGEE—EST. 1936

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1500 Kc. POWER: 100 Watts.
 OWNED BY: Oklahoma Press Pub. Co. OP-
 ERATED BY: Same. BUSINESS ADDRESS:
 Barnes Bldg. PHONE: 302. STUDIO AD-
 DRESS: Same. TRANSMITTER LOCATION:
 Same. TIME ON THE AIR: 6:00 A.M. to
 11:00 P.M. NEWSPAPER AFFILIATION:
 Phoenix-Times Democrat. NEWS SERVICE:
 United Press. TRANSCRIPTION SERVICE:
 World Broadcasting System.

PERSONNEL

President.....Joel H. Bixby
 Commercial Manager.....J. H. Speck
 Station Manager.....J. H. Speck
 Musical Director.....Franklin Whitehead
 Chief Engineer.....J. H. Speck

POLICIES

Does not accept liquor advertising. Will ac-
 cept beer and light wines.

REPRESENTATIVE

The Branham Co.

WNAD

"THE VOICE OF SOONERLAND"

NORMAN—EST. 1922

FREQUENCY: 1010 Kc. POWER: 1000 Watts.
 OWNED BY: University of Oklahoma. OP-
 ERATED BY: University of Oklahoma (extension
 division). BUSINESS ADDRESS: University of
 Oklahoma. PHONE: 900—Stations, 18 and
 124. STUDIO ADDRESS: University of Okla-

homa. TRANSMITTER LOCATION: University
 of Oklahoma. TIME ON THE AIR: Tuesday
 and Thursday—10:30 to 11:30 A.M.—2:00 to
 4:00 P.M.—7:15 to 9:15 P.M.; Wednesday—
 10:30 to 11:30 A.M.—2:00 to 4:00 P.M.—8:15
 to 9:15 P.M. NEWS SERVICE: Local Campus
 news through courtesy of the "Oklahoma
 Daily." Christian Science Monitor. TRAN-
 SCRPTION SERVICE: World Broadcasting.

PERSONNEL

President.....T. M. Beard
 Chief Announcer.....Jack Wilson
 Station Manager.....Homar Heck
 Musical Director.....Ruth Davis
 Chief Engineer.....Cecil Gray

POLICIES

The station is strictly an educational station
 and permits no commercial advertising of any
 sort. Other than this, there are no other
 restrictions.

KFXR

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1310 Kc. POWER: 250 Watts,
 d.; 100 Watts, n. OWNED BY: Exchange
 Baptist Church of Oklahoma City. OPERATED
 BY: B. C. Thomason. BUSINESS ADDRESS:
 Hightower Bldg. STUDIO ADDRESS: Same.
 TRANSMITTER LOCATION: Oklahoma City.
 TIME ON THE AIR: Unlimited. TRANSCRIP-
 TION SERVICE: Lang-Worth.

PERSONNEL

Manager.....B. C. Thomason
 Commercial Manager.....Bob Elliston
 Program Director.....Mary L. Thomason

POLICIES

Advertising of alcoholic beverages not ac-
 cepted, excepting beer and wine.

REPRESENTATIVE

Cox and Tanz

KOMA

"IT'S THE PROGRAM THAT GETS THE
 LISTENER"
 "OKLAHOMA'S MOST POWERFUL FULL-
 TIME STATION"
 "SERVING THE PUBLIC INTEREST"

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000
 Watts. OWNED BY: Hearst Radio, Inc. OP-
 ERATED BY: Hearst Radio, Inc. BUSINESS AD-
 DRESS: Biltmore Hotel. PHONE: 2-3291-2-3.
 STUDIO ADDRESS: Biltmore Hotel. TRANS-
 MITTER LOCATION: 7½ miles N. E. of Okla-
 homa City on Highway No. 66. TIME ON THE
 AIR: 6:30 A.M. to Midnight (daily); 8:00 A.M.
 to midnight (Sunday). NEWS SERVICE: Inter-
 national News Service. TRANSCRIPTION
 SERVICE: Associated Music Pub.

PERSONNEL

President.....J. V. Connoly
Vice-President-Station Manager...Neal Barrett
Publicity Director.....Roger King
Musical Director.....Marjorie Speer
Chief Engineer.....Morris Thomas

POLICIES

No liquor advertising—only beer and light wines (3-2/10 per cent). No foreign language accounts.

Merchandising: Details on request.

REPRESENTATIVE

Hearst Radio, Inc.

KTOK

"YOUR MUTUAL FRIEND"

OKLAHOMA CITY—EST. 1927

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1370 Kc. POWER: 100 Watts.

OWNED BY: Oklahoma Broadcasting Co., Inc.
OPERATED BY: Harold V. Hough. BUSINESS ADDRESS: 1800 W. Main. PHONE: 3-8352-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

PERSONNEL

President.....Harold V. Hough
Station Manager.....Joseph W. Lee
Commercial Manager.....Tom Johnson
Chief Announcer.....Leslie Beck
Publicity Director.....Harold Shreve
Musical Director.....Paul Buening
Chief Engineer.....Bruce Howard

POLICIES

Accepts beer advertising.

Maintains complete merchandising service.

REPRESENTATIVE

Joseph Hershey McGillvra

WKY

OKLAHOMA CITY—EST. 1920

NATIONAL BROADCASTING COMPANY

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Oklahoma Pub. Co. OPERATED BY: WKY Radiophone Co. BUSINESS ADDRESS: Skirvin Tower. PHONE: 3-4306—5-4406. STUDIO ADDRESS: Skirvin Tower. TRANSMITTER LOCATION: Nine miles out on highway No. 66. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Daily Oklahoman, Oklahoma City Times. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Supplementary Library.

PERSONNEL

President.....E. K. Gaylord
Station Manager.....Gayle V. Grubb
Commercial Manager.....M. H. Bonebrake
Chief Announcer.....Perry Ward
General Manager.....Edgar T. Bell
Publicity Director.....Hal Scher
Musical Director.....Allan Clark
Chief Engineer.....Earl C. Hull

POLICIES

No liquor advertising. No crystal gazers. Rigid censorship on medicinal advertising.

Special merchandising and exploitation includes: sixty-inch display advertisements each Saturday and Sunday in the Oklahoma City Times and Sunday Oklahoman—Daily column of radio schedule in Oklahoman and Times—Publicity and radio column in Oklahoma Farmer-Stockman—Stories in Oklahoman Retail Times.

REPRESENTATIVE

E. Katz Special Adv. Agency

KHBG

"OKMULGEE, THE SHOPPING CENTER OF EASTERN OKLAHOMA"

OKMULGEE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Okmulgee Broadcasting Corp. OPERATED BY: Okmulgee Broadcasting Corp. BUSINESS ADDRESS: Parkinson Hotel. PHONE: 3646. STUDIO ADDRESS: Parkinson Hotel. TRANSMITTER LOCATION: 20th and Seminole Sts. TIME ON THE AIR: Daytime only. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio Service.

PERSONNEL

President.....Harry B. Greaves
Commercial Manager.....T. R. Putnam
Chief Announcer.....Sherwood Durkin
Program Director.....Duane Hoisington
Station Manager.....T. R. Putnam
Publicity Director.....T. R. Putnam
Musical Director.....Vella Jean Buchanan
Chief Engineer.....A. F. Schultz

POLICIES

Accepts beer and wine accounts only as per state law.

REPRESENTATIVE

J. J. Devine & Associates

WBBZ

PONCA CITY—EST. 1928

MBS—OKLAHOMA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Estate of C. L. Carrell. OPERATED BY: Same. BUSINESS ADDRESS: 615 West Grand Ave. STUDIO

ADDRESS: Same. TRANSMITTER LOCATION: Ponca City. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.

PERSONNEL

Managing Director A. L. Carrell

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

Joseph Hershey McGillvra

KGFF

"THE MORNING NEWS-EVENING STAR STATION"

SHAWNEE—EST. 1927

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts, n.; 250 Watts, d. OWNED BY: KGFF Broadcasting Co., Inc. OPERATED BY: KGFF Broadcasting Co., Inc. BUSINESS ADDRESS: Aldridge Hotel. PHONE: 4390. STUDIO ADDRESS: Aldridge Hotel. TRANSMITTER LOCATION: Shawnee Country Club. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Shawnee Morning News, Shawnee Evening Star, Stauffer Publications, Inc. NEWS SERVICES: United Press, Associated Press (Non-Commercial). TRANSCRIP-

TION SERVICES: Standard Radio and C. P. MacGregor.

PERSONNEL

President.....Oscar Stauffer
Station Manager.....Ross Porter
Commercial Manager.....Jerry Julum
Advertising Manager Jerry Julum
Chief Announcer.....Frank Jackson
Sales Manager.....Ross Porter
Publicity Director.....Maxine Eddy
Chief Engineer.....John Molloy

POLICIES

Beer accounts acceptable. Foreign language acceptable but audience negligible. All programs must be in good taste.

Sales staff capable of window display work. Local dealer contacts made and report made to client of dealer's opinion. Newspaper tie-up considered valuable in this respect.

REPRESENTATIVE

Joseph Hershey McGillvra

KTUL

"YOUR FRIENDLY COLUMBIA STATION"
TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: J. T.

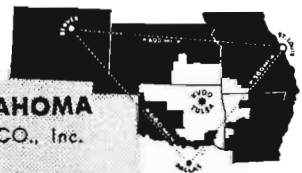
NEWS COVERAGE *means* STATION COVERAGE!

THIRTY-THREE STATES, CANADA AND MEXICO sent 16,296 letters of appreciation to the KVOO News Bureau when it celebrated its Fifth Anniversary and gave its six-thousandth DAYTIME news broadcast on November 20, 1937. Of the total, 15,788 letters were from Oklahoma, Kansas, Missouri, Arkansas and Texas, *proving the KVOO coverage area. county by county and town by town.* Writers gave sex, occupation and news listening habits. This information has been broken down into one of the most illuminating analyses of a Daytime News Audience ever compiled! Available at your request.



*The Most Powerful Station between
St. Louis, Dallas
and Denver*

THE VOICE OF OKLAHOMA
EDWARD PETRY AND CO., Inc.
Representatives



Griffin. OPERATED BY: Tulsa Broadcasting Co., Inc. BUSINESS ADDRESS: 320 S. Boston. PHONE: 4-8188. STUDIO ADDRESS: 320 S. Boston. TRANSMITTER LOCATION: 3904 S. Newport. TIME ON THE AIR: (daily) 6:30 A.M. to 12:15 A.M.; (Saturday) 6:30 A.M. to 12:30 A.M.; (Sunday) 7:00 A.M. to 12:15 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus. NAB Library (Public Domain).

PERSONNEL

President..... J. T. Griffin
 Station Manager..... Wm. C. Gillespie
 Commercial Manager..... Buryl Lottridge
 Artists' Bureau Head..... Robert Holt
 Chief Announcer..... Eddie Gallaher
 Sales Manager..... Fenton Jeffers
 Publicity Director..... Sylvia Stecher
 Musical Director..... Lillian Smithline
 Chief Engineer..... Nathan Wilcox

POLICIES

Accepts beer accounts only. No sizeable foreign population for foreign language programs.

Special merchandising and exploitation includes: Letters to dealers; Posters distributed; Special plugs on the air; Newspaper publicity, and Surveys conducted. Exploit advertisers' merchandise in every possible way.

REPRESENTATIVE

Free & Peters, Inc.

KVOO

"VOICE OF OKLAHOMA"

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1140 Kc. POWER: 25,000 Watts. OWNED BY: Southwestern Sales Corp. OPERATED BY: Southwestern Sales Corp. BUSINESS ADDRESS: Tulsa. PHONE: 2-2254. STUDIO ADDRESS: Phil Tower. TRANSMITTER LOCATION: 11 miles east of Tulsa. TIME ON THE AIR: 6:00 A.M. to 12:00 noon (Divides night time). NEWS SERVICES: International News Service, Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President..... P. Q. Proctor
 Commercial Manager..... Willard Egolf
 Chief Announcer..... Bob Dehaven
 Station Manager..... William B. Way
 Sales Manager..... Willard Egolf
 Publicity Directors..... Gordon Avery, Ken Miller
 Musical Director..... T. Young
 Chief Engineer..... L. W. Stinson

POLICIES

No liquor accounts accepted. Maintains regular merchandising department with usual services.

REPRESENTATIVE

Edward Petry Company

OREGON

Population 1,027,000

Number of Families 284,080

Number of Radio Homes 245,720

Retail Sales \$335,851,000

Auto Registrations 332,729

KAST

"VOICE OF LOWER COLUMBIA"

ASTORIA—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Astoria Broadcasting Co. OPERATED BY: Astoria Broadcasting Co. BUSINESS ADDRESS: Hotel Astoria. PHONE: 95. STUDIO ADDRESS: Hotel Astoria. TRANSMITTER LOCATION: Hotel Astoria. TIME ON THE AIR: 7:00 A.M. to sunset. NEWSPAPER AFFILIATION: Astorian-Budget. NEWS SERVICES: Famous Dorana, World Broadcasting System.

PERSONNEL

President..... M. R. Chessman
 Commercial Manager..... Laurence Kirk
 Station Manager..... James C. Wallace

Musical Director..... Leonard Shreve
 Chief Engineer..... Lawrence King

POLICIES

As per Oregon state law—No liquor advertising on radio. Accepts foreign language programs.

Gives merchandising cooperation and assistance to all advertisers.

REPRESENTATIVES

Cox & Tanz, Walter Biddick and Van Cronkhite & Assoc. (Foreign Language)

KOAC

CORVALLIS—EST. 1922

FREQUENCY: 550 Kc. POWER: 100 Watts. OWNED BY: Oregon State Agricultural Col-

lege. OPERATED BY: Oregon State Agricultural College. BUSINESS ADDRESS: Corvallis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

PERSONNEL

Director Luke L. Roberts

POLICIES

Station does not sell time.

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM
FREQUENCY: 1420 Kc. POWER: 100 Watts.
OWNED BY: Eugene Broadcast Station. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: 731 Willamette St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: Full Time. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

Manager Frank L. Hill

POLICIES

Advertising of alcoholic beverages accepted in programs of fifteen minutes or over.

REPRESENTATIVE

John Blair & Co.

K F J I

KLAMATH FALLS—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: KFJI Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: 213 Main St. PHONE: 2125. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: World Broadcasting System & MacGregor & Sollie.

PERSONNEL

President J. A. Kincaid
Station Manager Geo. Kincaid
Commercial Manager Geo. Kincaid
Chief Announcer Jack Keating
Sales Manager M. E. Dunn
Chief Engineer Joe Carroll

REPRESENTATIVE

Cox & Tanz

K L B M *

LA GRANDE—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Harold M. Finlay and Mrs. Eloise Finlay. OPERATED BY: Harold M. Finlay and Mrs. Eloise Finlay. BUSINESS ADDRESS: La Grande. PHONE: Main 600. STUDIO ADDRESS: Same. TRANS-

MITTER LOCATION: Same. NEWSPAPER AFFILIATION: La Grande Observer.

* Operating under C.P. at time of going to press.

K O O S

"SOUTHWESTERN OREGON STATION"
"THE VOICE OF COOS BAY"

MARSHFIELD—EST. 1928

NBC (Red, for Football games only)

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Pacific Radio Corporation. OPERATED BY: Pacific Radio Corp. BUSINESS ADDRESS: Hall Bldg. PHONE: 432, 433. STUDIO ADDRESS: Hall Bldg. TRANSMITTER LOCATION: Hall Bldg. TIME ON THE AIR: 7:30 A. M. to 10:00 P.M. (PST). NEWSPAPER AFFILIATIONS: Coos Bay Times. NEWS SERVICE: United Press.

PERSONNEL

President Walter L. Read
Commercial Manager Ben E. Stone
Advertising Manager Walter L. Read
Chief Announcer Frank Marrion
Station Manager Walter L. Read
Sales Manager Ben E. Stone
Director Sylvia Chandler
Musical Director Sylvia Chandler
Chief Engineer F. M. Rush

POLICIES

No hard liquor, wines or beer during certain hours. All such advertising subject to strict regulation and restrictions and station approval.

Renders reasonable merchandising cooperation at all times and will contact merchants in immediate vicinity in Marshfield and North Bend without cost to the advertiser.

REPRESENTATIVE

Walter Biddick (Pacific Coast)

K M E D

MEDFORD

NATIONAL BROADCASTING CO.
(RED OR BLUE)

FREQUENCY: 1410 Kc. POWER: 250 Watts. OWNED BY: Mrs. W. J. Virgin. OPERATED BY: Mrs. W. J. Virgin. BUSINESS ADDRESS: Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Medford. TIME ON THE AIR: Full Time.

PERSONNEL

Manager L. P. Bishop

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

Free and Peters

KGW KEX

FOR VALUE RECEIVED



COVERAGE



SHOWMANSHIP



RESULTS

TIME BUYERS—these facts ASSURE coverage!

KEX

1. 5000 watts.
2. Clear channel.
3. Vertical antenna.
4. Modern high fidelity transmitter.
5. Oregon's most powerful station.

KGW

1. 5000 watts DT, 1000 watts NT.
2. 620 kc.
3. 625 ft. vertical antenna.
4. RCA equipped throughout.
5. Oregon's pioneer radio station.

TIME BUYERS are interested in market coverage!

1. Population in KGW primary market, 1,265,200.
2. Population in KEX primary market, 1,881,800.

TIME BUYERS know showmanship means listeners!

KEX—721 remotes in 1937. KGW—301 remotes in 1937.

Special events staff covered Presidential visit to Bonneville and Timberline—Auto Show, Hockey, Baseball, Football, Wrestling, Boxing, Air Circus, Russian Flyers, Symphony, Back-stage Interviews and hundreds of other outstanding events totaling over 1,000 remote broadcasts . . . averaging 3 a day!

Oregon keeps abreast of the times thru KGW-KEX!

TIME BUYERS—

A full commercial schedule with hundreds of renewals year after year prove results for advertisers. Write to KGW-KEX or Edward Petry & Company for full details. You will find KGW and KEX are the sales-result stations in Portland . . .

Where Contract Renewals are a Habit!

KGW
NBC Red

RADIO STATIONS OF THE
OREGONIAN
PORTLAND, OREGON

KEX
NBC Blue

Representatives—EDWARD PETRY & CO., Inc., New York, Chicago, Detroit, San Francisco

KALE

PORTLAND—EST. 1924
MUTUAL

FREQUENCY: 1300 Kc. POWER: 1000 Watts.
OWNED BY: KALE, Inc. OPERATED BY:
Same. BUSINESS ADDRESS: New Heathman
Hotel. PHONE: At. 7209. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: Weather-
ly Bldg. TIME ON THE AIR: 6:15 A.M. to
12:15 A.M. NEWSPAPER AFFILIATION: The
Oregon Journal. NEWS SERVICE: International
News Service. MAINTAINS ARTISTS BUR-
EAU. TRANSCRIPTION SERVICES: NAB Li-
brary, Lang-Worth, World Broadcasting System,
and Associated Music.

PERSONNEL

President.....C. Roy Hunt
Advertising Manager.....Charles Couche
Artists Bureau Head.....Johnnie Walker
Chief Announcer.....Stan Church
Station Manager.....Ted Kooreman
Sales Manager.....Charles Couche
Publicity Director.....Lester Halpin
Chief Engineer.....Louis Bookwalter

POLICIES

No liquor advertising accepted except beer
and light wines after 10:00 P.M. No foreign
language accounts except those of a religious
nature. No medical programs.

Merchandising: Monthly merchandising pub-
lication "Radio Advertiser" sent to 4000 re-
tailers in market area. Commercial programs
publicized in each issue.

REPRESENTATIVE

Free & Peters, Inc.

KBPS

PORTLAND—EST. 1923

FREQUENCY: 1420 Kc. POWER: 100 watts.
OWNED BY: Student Body Benson Polytechnic
School. OPERATED BY: Same. BUSINESS
ADDRESS: 546 N. E. 12th Ave. PHONE: EA
8131-2. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Same. TIME ON THE
AIR: 11:00 A.M. to 12:30—3:00 to 5:00 P.M.
(each school day).

PERSONNEL

Chief Announcer.....R. T. Stephens
Station Manager.....William Allingham
Chief Engineer.....William Allingham

POLICIES

Non-commercial outlet.

KEX

PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE
FREQUENCY: 1180 Kc. POWER: 5000
Watts. OWNED BY: Oregonian Pub. Co. (Les-
see). OPERATED BY: Oregonian Pub. Co.

BUSINESS ADDRESS: 6th and Adler Sts.
PHONE: Atwater 2121. STUDIO ADDRESS:
801 Oregonian Bldg. TRANSMITTER LOCA-
TION: North Portland on Pacific Highway.
TIME ON THE AIR: (daily) 6:30 A.M. to 12:00
midnight; (Sunday) 8:00 A.M. to 12:00 mid-
night. (Silent to KOB from KOB's local sun-
down until 8:00 P.M.) NEWSPAPER AFFILIA-
TIONS: The Oregonian. NEWS SERVICES:
Transradio Press, International News Service.
TRANSCRIPTION SERVICES: Standard Library,
NBC Thesaurus.

PERSONNEL

Station Manager.....W. Carey Jennings
Sales Manager.....Chester L. Blomsness
Publicity Director.....H. Q. Cox
Program Director.....Barney Miller
Chief Engineer.....Harold Singleton

POLICIES

No alcoholic beverages before 10:30 P.M.
Medicinal accounts subject to approval of
station management. No foreign language pro-
grams accepted.

A limited amount of merchandising coopera-
tion—monthly merchandising paper, and usual
station promotion.

REPRESENTATIVE

Edward Petry & Co., Inc.

KGW

"WHEN YOU THINK RADIO, THINK
KGW"

PORTLAND—EST. 1922

NBC (Red Network)—NORTHWEST TRIANGLE

FREQUENCY: 620 Kc. POWER: 5000 Watts,
d.; 1000 Watts, n. OWNED BY: Oregonian
Pub. Co. OPERATED BY: Oregonian Pub. Co.
BUSINESS ADDRESS: 6th & Adler Sts. PHONE:
Atwater 2121. STUDIO ADDRESS: 801 Ore-
gonian Bldg. TRANSMITTER LOCATION:
North Portland on Pacific Highway. TIME ON
THE AIR: (daily) 7:00 A.M. to midnight; (Sun-
day) 8:00 A.M. to 12:00 midnight. NEWS-
PAPER AFFILIATION: The Oregonian. NEWS
SERVICES: Transradio Press, International
News Service. TRANSCRIPTION SERVICE:
Standard Library, NBC Thesaurus.

PERSONNEL

Station Manager.....W. Carey Jennings
Sales Manager.....Chester L. Blomsness
Publicity Director.....H. Q. Cox
Program Director.....Barney Miller
Chief Engineer.....Harold Singleton

POLICIES

No alcoholic beverages before 10:30 P.M.
Medicinal accounts subject to approval of
station management. No foreign language
programs accepted.

A limited amount of merchandising coopera-
tion—monthly merchandising paper, and usual
station promotion.

REPRESENTATIVE

Edward Petry & Co., Inc.

KOIN

PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KOIN, Inc. OPERATED BY: KOIN, Inc. BUSINESS ADDRESS: New Heathman Hotel. PHONE: Atwater 3333. STUDIO ADDRESS: New Heathman Hotel. TRANSMITTER LOCATION: Sylvan. TIME ON THE AIR: 6:30 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWS-PAPER AFFILIATIONS: The Oregon Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Music Publishers, World Program Library, Standard Radio, Lang-Worth Public Domain, NAB Library.

PERSONNEL

President.....C. W. Myers
Station Manager.....C. Roy Hunt
Commercial Manager.....C. E. Couche
Artists' Bureau Head.....Johnnie Walker
Chief Announcer.....Stanley Church
Sales Manager.....C. E. Couche
Publicity Director.....Lester Halpin
Musical Director.....Joseph Sampietro
Chief Engineer.....Louis Bookwalter

POLICIES

No hard liquor advertising accepted. Beer advertising accepted only between ten P.M. and midnight. No medical advertising or foreign language accounts accepted.

Monthly merchandising publication, "The Radio Advertiser," mailed to 4,000 retailers in primary coverage area. All network and national spot programs receive publicity in every issue.

REPRESENTATIVE

Free & Peters, Inc.

KWJJ

"THE VOICE FROM BROADWAY"

PORTLAND—EST. 1927

FREQUENCY: 1040 Kc. POWER: 500 Watts. OWNED BY: KWJJ Broadcasting Co., Inc. OPERATED BY: KWJJ Broadcasting Co., Inc. BUSINESS ADDRESS: 622 S. W. Salmon St. PHONE: Atwater 4393-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oaks Park. TIME ON THE AIR: 6:00 A.M. to local sunset—9:00 P.M. to 3:00 A.M. NEWS SERVICE: Local news through Portland News-Telegram.

PERSONNEL

President.....Wilbur J. Jerman
Commercial Manager.....John C. Egan
Station Manager.....John C. Egan
Musical Director.....G. E. Speerstra
Chief Engineer.....W. J. Jerman

POLICIES

Accepts only beers and wines liquor accounts. Also accepts foreign language programs.

REPRESENTATIVE

Howard H. Wilson Co.

KXL

PORTLAND—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KXL Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: KXL Bldg. PHONE: Broadway 6451. STUDIO ADDRESS: KXL Bldg. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press.

PERSONNEL

President.....T. W. Symons, Jr.
Commercial Manager.....T. W. Symons, Jr.
Chief Announcer.....George Wilhelm
Station Manager.....T. W. Symons, Jr.
Chief Engineer.....Ralph Mifflin

POLICIES

No foreign language accounts accepted. Merchandising service at cost.

KRNR

"VOICE OF UMPQUA VALLEY"

ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: News Review Co. OPERATED BY: Same. BUSINESS ADDRESS: Roseburg. Phone: No. 4 and No. 100. STUDIO ADDRESS: Umpqua Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (unlimited license). NEWS-PAPER AFFILIATION: Roseburg News Review. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: Own Library.

PERSONNEL

Commercial Manager.....M. H. Pengra
Station Manager.....J. B. Toles
Musical Director.....Wanda Armour

POLICIES

No liquor, wine and beer as prohibited by state law. No foreign population. Station reserves censorship right in interests of decency and entertainment value.

Full merchandising service thru station merchandising department.

REPRESENTATIVE

John Blair & Co.

KSLM

SALEM—EST. 1934

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Oregon Radio, Inc. OPERATED BY: Oregon Radio, Inc. BUSINESS ADDRESS: 343 Court St. PHONE: 6131 STUDIO ADDRESS: 343 Court St. TRANSMITTER LOCATION: half mile from city limits. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Morning Statesman. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President..... H. B. Read
Commercial Manager..... H. B. Read
Artists' Bureau Head..... Dwight Hoxie
Chief Announcer..... Dwight Hoxie
Station Manager..... H. B. Read
Publicity Director..... Clarice Kolbe
Musical Director..... Herbert Johnston
Chief Engineer..... Clyde Werzart

POLICIES

No liquor, beer or wine until afternoon. No foreign language shows; not considered enjoyable to general audience.

PENNSYLVANIA

Population 10,176,000

Number of Families 2,357,210 Number of Radio Homes 2,209,280

Retail Sales \$2,490,910,000 Auto Registrations 1,918,116

WCBA-WSAN

ALLENTOWN—EST. 1923

NBC (Red and Blue)

FREQUENCY: 1440 Kc. POWER: 500 Watts. OWNED BY: WSAN, Inc. OPERATED BY: B. Bryan Musselman. BUSINESS ADDRESS: 39 N. 10th St. PHONE: 9511-6736. STUDIO ADDRESS: 39 N. 10th St. TRANSMITTER LOCATION: North 7th St. Highway. TIME ON THE AIR: 7:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: Chronicle and News, Allentown Morning Call. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President..... J. C. Shumberger
Commercial Manager... B. Bryan Musselman
Artists' Bureau Head..... George Y. Snyder
Chief Announcer..... John T. Van Sant
Station Manager..... B. Bryan Musselman
Publicity Director..... Charles R. Petrie
Musical Director..... George Y. Snyder
Chief Engineer..... Wm. A. McCutcheon

POLICIES

Advertising of alcoholic beverages accepted, but liquor programs must be at least 15 min-

utes in length and not permitted before 7:00 P.M.

On all political broadcasts the "Class A" rates apply. Less than 15 minutes not sold and no discounts apply. Copy must be furnished in advance of broadcast.

Maintains a merchandising service.

WFBG

"VOICE OF THE ALLEGHENIES"

ALTOONA—EST. 1924

QUAKER STATE NETWORK

FREQUENCY: 1310 Kc. POWER 100 Watts. OWNED BY: The William F. Gable Co. OPERATED BY: The Gable Broadcasting Co. BUSINESS ADDRESS: Altoona. PHONE: 6467. STUDIO ADDRESS: The Gable Store. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President-Managing Director... George P. Gable
Chief Announcer Roy Thompson
Station Manager Roy Thompson
Sales Manager Roy Thompson
Chief Engineer James E. Moffatt

Note: Commercial department is directed by the Managing Director.

POLICIES

No special program policies.

REPRESENTATIVES

Cox & Tanz
Frank A. Wellman Adv. Agency

WEST

EASTON—EST. 1936
MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Associated Broadcasters, Inc. OPERATED BY: Associated Broadcasters, Inc. BUSINESS ADDRESS: 516 Northampton St. PHONE: 8001. STUDIO ADDRESS: 516 Northampton St. TRANSMITTER LOCATION: Williams Township. TIME ON THE AIR: 7:30 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President.....Clair R. McCollough
Commercial Manager.....Walter Kirkwood
Program Manager.....Wilbert Markle
Station Manager.....Walter Kirkwood
Publicity Director.....Richard West
Chief Engineer.....J. E. Mathiot

POLICIES

No special stated policies.

REPRESENTATIVE

Paul H. Raymer Co.

WLEU

ERIE—EST. 1935
NBC—(BLUE)

FREQUENCY: 1420 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Leo J. Omelian. OPERATED BY: Same. BUSINESS ADDRESS: 12th & State Sts. PHONE 22-129. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Owner.....Leo J. Omelian
Chief Announcer.....James O'Shea
Station Manager.....V. Hamilton-Weir
Sales Manager.....V. Hamilton-Weir
Musical Director.....Bert Dowling
Chief Engineer.....Harold Roess

POLICIES

Liquor accounts accepted after 10:30 P.M. Foreign language accounts broadcast on Sundays only at present.

Merchandising: Exploitations of commercial programs via radio only; other forms of merchandising at extra cost.

WIBG

"YOUR FRIENDLY STATION"

GLENSIDE—EST. 1924

FREQUENCY: 970 Kc. POWER: 100 watts. OWNED BY: Seaboard Radio Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Keswick Theatre Bldg. PHONE: Ogontz 4570. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elkins Park. TIME ON THE AIR: 7:00 A.M. to local sunset (E.S.T.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Joseph M. Nassau
Station Manager.....Joseph M. Nassau
Publicity Director.....James A. Nassau
Musical and Program Director
Margaret R. Collins
Chief Engineer.....John H. Henninger

POLICIES

No foreign language programs or liquor advertising accepted.

WHJB

GREENSBURG—EST. 1933

FREQUENCY: 620 Kc. POWER: 250 Watts. OWNED BY: Pittsburgh Radio Supply Co. OPERATED BY: Pittsburgh Radio Supply Co. BUSINESS ADDRESS: 128 Pennsylvania Ave. PHONE: 3740. STUDIO ADDRESS 128 Pennsylvania Ave. TRANSMITTER LOCATION: 128 Pennsylvania Ave. TIME ON THE AIR: 7:00 A.M. to local sunset.

PERSONNEL

President.....H. J. Brennen
Commercial Manager.....R. M. Thompson
Advertising Manager.....R. M. Thompson
Chief Announcer.....Lew Clawson
Station Manager.....H. E. Clark
Chief Engineer.....Walter McCoy

POLICIES

Liquor advertising accepted but only in the form of high class program scheduled for broadcasting after 10:30 P.M. All contracts are subject to station owner's approval and government regulations. All material must conform to the standards of the station which reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

REPRESENTATIVE

Gene Furgason & Co.

WSAJ

GROVE CITY

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS:

Grove City. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified Hours.

PERSONNEL

Director H. W. Harmon

POLICIES

Station does not sell time.

WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: WHP, Inc. OPERATED BY: WHP, Inc. BUSINESS ADDRESS: Telegraph Bldg. PHONE: 4-3211. STUDIO ADDRESS: Telegraph Bldg. TRANSMITTER LOCATION: 4 miles east of Harrisburg on new Harrisburg-Hershey Highway. TIME ON THE AIR: (daily) 7:30 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. NEWSPAPER AFFILIATION: The Harrisburg Telegraph. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President..... E. J. Stackpole, Jr.
Station Manager..... A. K. Redmond
Production Director..... E. K. Smith
Sales Director..... C. L. Bailey
Publicity Director..... Dick Redmond
Musical Directors..... David Shoop—Robert Diehl
Chief Engineer..... R. S. Duncan

POLICIES

No foreign language programs. Liquor advertising accepted only after 11 p.m. Beer and light wines advertising accepted any time. Only medical advertising which meets with the requirements of Pennsylvania Health Dept.

Direct mail to introduce program series before starting date. Show card service, and theater tie-in, both screen and lobby. Most important—items in the radio section of the Harrisburg Telegraph "Watts In The Air." (Daily.) Also spot announcements to introduce program.

WKBO

HARRISBURG—EST. 1927

MUTUAL & QUAKER

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Telegraph Press. OPERATED BY: Keystone Broadcasting Corp. BUSINESS ADDRESS: Penn Harris Hotel, 3rd & Walnut Sts. PHONE: 4-0191-2. STUDIO ADDRESS: Penn Harris Hotel. TRANSMITTER LOCATION: Third & Walnut Sts. TIME ON THE AIR: 7:00 a.m. to 6:00 p.m.—8:00 p.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Harrisburg Telegraph News. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President..... A. H. Stackpole
Commercial Manager..... Geo. C. Smith
Artists Bureau Head..... Clyde Moser
Station Manager..... C. G. Moss
Sales Manager..... George C. Smith
Musical Director..... Clyde Moser
Chief Engineer..... Charles Myers

POLICIES

No liquor accounts accepted before 10 p.m.

REPRESENTATIVE

Frank Wellman, Phila.

WAZL

"VOICE OF THE ANTHRACITE
COAL REGION"

HAZELTON—EST. 1932

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Hazelton Broadcasting Service, Inc. OPERATED BY: Hazelton Broadcasting Service, Inc. BUSINESS ADDRESS: 708 Hazelton National Bank Bldg. PHONE: 1488. STUDIO ADDRESS: 708 Hazelton National Bank Bldg. TRANSMITTER LOCATION: Hazelton National Bank Bldg. TIME ON THE AIR: 9:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth.

PERSONNEL

President..... C. R. McCollough
Commercial Manager..... V. C. Diehm
Program Manager..... Edward Reisel
Chief Announcer..... James Peiser
Station Manager..... V. C. Diehm
Sales Manager..... V. C. Diehm
Publicity Director..... T. A. Tito
Chief Engineer..... J. E. Mathiot

POLICIES

No stated special policies.

REPRESENTATIVE

Paul Raymer Company

WJAC

JOHNSTOWN—EST. 1925

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WJAC, Inc. OPERATED BY: WJAC, Inc. BUSINESS ADDRESS: Tribune Annex, Locust St. PHONE: 244. STUDIO ADDRESS: Tribune Annex, Locust St. TRANSMITTER LOCATION: Tribune Bldg., Locust St. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President..... Walter W. Krebs
Station Manager..... J. C. Tully
Chief Engineer..... A. J. Reid

**"As You
Like It"**

- **Programs**
- **Power**
- **Listening audience**
- **Results**

WCAU

50,000 WATTS · PHILADELPHIA

To facilitate contact a direct telephone wire from our New York office to WCAU Philadelphia headquarters is available Free to all New York advertisers and agencies. Simply call Wickersham 2-2000.

WGAL

LANCASTER—EST. 1922

INTERCITY—MASON-DIXON GROUP

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WGAL, Inc. OPERATED BY: WGAL, Inc. BUSINESS ADDRESS: 8 West King St. PHONE: 5252. STUDIO ADDRESS: 8 West King St. TRANSMITTER LOCATION: 8 West King St. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President.....J. E. Mathiot
Commercial Manager.....Walter Miller
Program Manager.....Ernest Stanzola
Station Manager.....Walter Miller
Publicity Director.....Paul Rodenhauser
Chief Engineer.....J. E. Mathiot

POLICIES

No stated special policies.

REPRESENTATIVE

Paul H. Raymer Company

KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 1020 Kc. POWER: 10,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: 1619 Walnut St. PHONE: Locust 3760. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: RFD No. 4, Norristown. TIME ON THE AIR: 6:59 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....F. A. Merrick
Station Manager.....Leslie Joy
Program Manager.....James P. Begley
Sales Prom.-Advertising Manager.....L. B. Beeuwkes
Sales Manager.....John S. K. Hammann
Publicity Director.....J. A. Aull
Musical Director.....Jan Savitt
Chief Engineer.....E. H. Gager

POLICIES

Beer permissible. Policies of the National Broadcasting Company otherwise.

Merchandising: The merchandising cooperation offered with relation to commercial programs, consists of the sending out, at cost, of dealer and distributor sales letters. Pleased to offer, upon request of the advertiser, suggestions for tying in the product locally with the radio broadcast.

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1170 Kc. POWER: 50,000 watts. OWNED BY: WCAU Broadcasting Co. OPERATED BY: WCAU Broadcasting Co. BUSINESS ADDRESS: WCAU Bldg. PHONE: Locust 7700. STUDIO ADDRESS: WCAU Bldg. TRANSMITTER LOCATION: Newtown Square. TIME ON THE AIR: 6:15 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Dr. Leon Levy
Commercial Manager.....Robert A. Street
Advertising Manager.....Thomas Ruane
Director of Programs.....Stan Lee Broza
Station Manager.....Dr. Leon Levy
Sales Manager.....Robert A. Street
Publicity Director.....Kenneth W. Stowman
Musical Director.....Robert Golden
Chief Engineer.....John Leitch

POLICIES

Neither hard liquor advertising or foreign language accounts are accepted by our station. Does accept advertising for light alcoholic beverages such as beer and wines.

Active publicity department that is in constant contact with all newspapers in our coverage area. Sales promotion department develops dealer co-operation, through tie-ins and supplies special premium and merchandising ideas.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp. (Chicago Office Only)

WDAS

"PHILADELPHIA'S ONLY INDEPENDENT FULL-TIME STATION"

PHILADELPHIA—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WDAS Broadcasting Sta., Inc. OPERATED BY: WDAS Broadcasting Sta., Inc. BUSINESS ADDRESS: 1211 Chestnut St. PHONE: Locust 7400—Race 7474. STUDIO ADDRESS: 1211 Chestnut St. TRANSMITTER LOCATION: Woodside Park. TIME ON THE AIR: 7:30 a.m. to midnight. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: Langworth & Wentworth, NAB Library.

PERSONNEL

President.....Alexander W. Dannenbaum
Vice-President-General Manager..P. J. Stanton
Commercial Manager..A. W. Dannenbaum, Jr.
Advertising Manager.....Jerry Stone
Artists Bureau Head.....Harold Davis
Chief Announcer.....Harold Davis

PARDON US

*While we roll up
our sleeves ~*

THERE'S work to be done! And it's a man-sized job! We've just invited another million listeners to have breakfast, luncheon and dinner with us every day in the week, fifty-two weeks a year!

THAT'S a large order, too, because we know they'll move in to join our present 5 million "regulars." But, like the perfect host, we'll be ready for them—ready with our recently completed, modern, Widener Building studios, and now, our new high fidelity transmitter.

WE'VE just spent more than \$400,000 on these improvements, but if they make our listener and advertiser "old boarders" and "new visitors" more happy, comfortable and contented with increased service, greater signal strength and wider coverage it's worth every nickel of it!

ENTERTAINING these 6 million "guests" and making them jump through the sales loop for the advertiser is the job ahead. And say, you should see the flock of special features, new programs and merchandising stunts we're using to "put our house in order." Yes sir, this is one blow-out that advertisers will be talking about for a long time to come. so—

PARDON US

*While We Roll
Up Our Sleeves!*

WFIL

Philadelphia
560 KC



Sales Manager.....A. W. Dannenbaum, Jr.
 Publicity Director.....Jerry Stone
 Musical Director.....Joseph Schribeman
 Chief Engineer.....Frank Unterberger

POLICIES

Accepts liquor advertising. Regular programs in Italian, Jewish and Polish. (No foreign program permitted before 8:00 p.m.)

Advertising support in newspapers and radio papers; Station also co-operative with merchandising, and maintains an artist bureau, free to clients.

WFIL

PHILADELPHIA—EST. 1935

NATIONAL BROADCASTING CO. (BLUE)
 MUTUAL—QUAKER NETWORK

FREQUENCY: 560 Kc. POWER: 1,000 Watts.
 OWNED BY: WFIL Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Widener Bldg. PHONE: Rit. 6900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 63rd Passayunk Ave. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Library, Standard Library and own recording laboratory.

PERSONNEL

President.....Samuel R. Rosenbaum
 Station Manager.....Donald Withycomb
 Chief Announcer.....David Tyson
 Sales Manager.....Jack Stewart
 Publicity Director.....Joseph T. Connolly
 Musical Director.....Anthony Candelori
 Chief Engineer.....Frank V. Becker
 Program Director.....John Clark

POLICIES

Station accepts light wines and beer advertising; bans hard liquor. Will not accept foreign language. Only other restriction is that copy conform to standards of good public taste.

Merchandising: Local pioneer on establishment of merchandising bureau. Has swap time arrangements with two Phila. dailies and uses this display space to advertise commercial programs at no cost to sponsor. Also uses direct mail and exhibit form of merchandising.

REPRESENTATIVE

Edward Petry & Co.

WHAT

PHILADELPHIA—EST. 1930

FREQUENCY: 1310 Kc. POWER: 100 watts.
 OWNED BY: Independence Broadcasting Co., Inc. OPERATED BY: Independence Broadcasting Co., Inc. BUSINESS ADDRESS: Public Ledger Bldg. PHONE: Lombard 2390-1—

Main 2000. STUDIO ADDRESS: Public Ledger Bldg. TRANSMITTER LOCATION: Hotel Philadelphian. TIME ON THE AIR: Shares time—generally 9:00 a.m. to 1:00 p.m. & 5:00 p.m. to midnight (4 nights). NEWSPAPER AFFILIATION: Evening Public Ledger. TRANSCRIPTION SERVICE: Has full facilities.

PERSONNEL

President-Station Mgr....W. Porter Ogelsby, Jr.
 Chief Engineer.....J. C. Geise, Jr.

POLICIES

Does not accept liquor, dentists', or doctors' advertising, nor unpleasant copy. Carries Italian, German and Lithuanian language programs.

WIP

"PHILADELPHIA'S PIONEER VOICE"

PHILADELPHIA—EST. 1922

INTERCITY

FREQUENCY: 610 Kc. POWER: 1000 watts.
 OWNED BY: Gimbel Bros., Inc. OPERATED BY: Penna. Broadcasting Co. BUSINESS ADDRESS: 35 S. 9th St. PHONE: Walnut 6800. STUDIO ADDRESS: 35 S. 9th St. TRANSMITTER LOCATION: 2108 Spring Garden St. TIME ON THE AIR: 6:45 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Skyscrapers . . .
Sailing Ships . . .
 (We Don't Sell 'Em!)

BUT we do sell shoes, shirts, and soap . . . and a hundred other items every man and woman needs. It's all because we're not a class station. Good neighborliness is our policy. A good neighbor can sell an item any day where a city slicker couldn't get his nose in the door.

All our programs and all our ideals are focussed toward one aim—neighborliness. No Oxford English, no Cambridge accent, yet every one of our announcers does a good job. Honestly, we're proud of our results.

Snellenburg's, one of Philadelphia's greatest department stores, has been with us consistently for over three years.

Sears, Roebuck and Company use us more than any other Philadelphia outlet.

Dalsimer's great shoe store likewise have been availing themselves exclusively of our facilities for over three years.

We think it's interesting to know that 85% of our current accounts are operating on renewal contracts . . . and that's a record for anyone to shoot at. We'd like to make you one of our good neighbor accounts. You'll always find us ready with a solution or an antidote for some particular advertising problem.

Yes, we're good neighbors. Just in case we mightn't have told you, we're

W D A S

ON THE DIAL AT 1370

Philadelphia's Only Full-time Independent Broadcasting Station

PERSONNEL

President.....Benedict Gimbel, Jr.
Chief Announcer.....Edward Wallis
Station Manager.....Benedict Gimbel, Jr.
Sales Manager.....Major Edward A. Davies
Publicity Director.....Murray Arnold
Musical Director.....Clarence Fuhrman
Chief Engineer.....Clifford C. Harris
Program Director.....James Allan

POLICIES

No foreign language programs accepted.
Liquor advertising accepted after 8 p.m.

REPRESENTATIVE

William G. Rambeau Co.

WPEN-WRAX

"PHILADELPHIA'S OWN STATION"

PHILADELPHIA—EST. 1929

(HOOK-UP WITH WOV, New York)

FREQUENCY: 920 Kc. POWER: 1000 Watts.
OWNED BY: Wm. Penn Broadcasting Co.
OPERATED BY: Wm. Penn Broadcasting Co.
BUSINESS ADDRESS: 22nd and Walnut Sts.
PHONE: Rittenhouse 4140. STUDIO ADDRESS:
22nd and Walnut Sts. TRANSMITTER LOCATION:
West Philadelphia. TIME ON THE AIR:
7:00 A.M. to midnight.

PERSONNEL

General Manager.....H. Kizales
Station Manager.....Dwight E. Rorer
Commercial Manager.....George Lasker
Publicity Director.....Manning Hall
Musical Director.....Joseph Franzosa
Chief Engineer.....Charles Burtis

POLICIES

No liquor accounts accepted. Foreign language accounts solicited.

WT EL

PHILADELPHIA—EST. 1925

FREQUENCY: 1310 Kc. POWER: 100 Watts.
OWNED BY: Foulkrod Radio Engineering Co.
OPERATED BY: Foulkrod Radio Engineering Co.
BUSINESS ADDRESS: 3701 N. Broad St.
PHONE: Radcliff 6647. STUDIO ADDRESS:
Same. TRANSMITTER LOCATION: Rowlandville, Pa.
TIME ON THE AIR: Shares Time with WHAT.

PERSONNEL

General Manager.....Henry N. Cocker

KDKA

PITTSBURGH—EST. 1920

NBC (BLUE)

FREQUENCY: 980 Kc. POWER: 50,000 watts.
OWNED BY: Westinghouse Electric & Mfg. Co.
OPERATED BY: National Broadcasting Co.
BUSINESS ADDRESS: Grant Bldg. PHONE: Grant 4200.
STUDIO ADDRESS: Grant Bldg. TRANSMITTER LOCATION: Saxonburg. TIME

ON THE AIR: 6:45 a.m. to 1:00 a.m. NEWS SERVICE: United Press. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....F. A. Merrick
Station Manager.....A. E. Nelson
Artists Bureau Head.....E. J. Calahan
Sales Manager.....W. E. Jackson
Publicity Director.....Lynden Morrow
Musical Director.....Maurice Spitalny
Chief Engineer.....J. E. Baudino

POLICIES

Same as National Broadcasting Co.

REPRESENTATIVE

National Broadcasting Co.

KQV

"VOICE OF PITTSBURGH"

PITTSBURGH—EST. 1919

WLW LINE

FREQUENCY: 1380 Kc. POWER: 500 watts.
OWNED BY: KQV Broadcasting Co. OPERATED BY: KQV Broadcasting Co. BUSINESS ADDRESS: 1406 Chamber of Commerce Bldg. PHONE: Private Exchange, Grant 4860.
STUDIO ADDRESS: 1406 Chamber of Commerce Bldg. TRANSMITTER LOCATION: 1475 Crane Road, Greentree Borough. TIME ON THE AIR: 7:00 a.m. to 12:30 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio Library.

PERSONNEL

President.....H. J. Brennen
Commercial Manager.....R. M. Thompson
Advertising Manager.....R. M. Thompson
Chief Announcer.....J. Herbert Angell
Station Manager.....J. J. Laux
Sales Manager.....R. M. Thompson
Publicity Director.....Joe Vilella
Chief Engineer.....Walter W. McCoy

POLICIES

Accept beer and wines in announcement and program form anytime. Accept hard liquor only after 9:00 p.m. and in program form. Foreign language accounts accepted with some restrictions regarding amount of foreign speaking in program.

Cooperates with accounts by mailing station letters to local trade outlets regarding radio campaign. Other general cooperation.

REPRESENTATIVE

Gene Furgason & Co.

Transamerican Broadcasting & Television Corp. (for WLW line)

WCAE

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

FREQUENCY: 1220 Kc. POWER: 5000 watts.
OWNED BY: WCAE, Inc. OPERATED BY: WCAE, Inc. BUSINESS ADDRESS: Hotel Wil-

liam Penn. PHONE: Atlantic 5184. STUDIO ADDRESS: Hotel William Penn. TRANSMITTER LOCATION: Baldwin Township. TIME ON THE AIR: 7:00 a.m. to 1:30 a.m. NEWS-PAPER AFFILIATION: Pittsburgh Sun-Telegraph. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President.....Jos. V. Connolly
 Station Manager.....Leonard Kapner
 Publicity Director.....James F. Murray
 Musical Director.....Earl Truxell
 Chief Engineer.....James Schultz
 Program Manager.....R. Clifton Daniel

POLICIES

Hard liquor advertising accepted only after 10:30 p.m.—must be live talent program produced in station studios. Accepts no foreign language accounts.

No special merchandising facilities.

REPRESENTATIVE

Hearst Radio, Inc.

WJAS

PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 411—7th Ave. PHONE: Grant 4860-1-2-3-4-5-6. STUDIO ADDRESS: 411—7th Ave. TRANSMITTER LOCATION: 1475 Crane Road, 20th Ward, Pittsburgh. TIME ON THE AIR: 7:30 a.m. to 12:30 a.m. NEWS SERVICES: United Press, Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, also cut own disks.

PERSONNEL

President.....S. A. Pickering
 General Manager.....H. J. Brennen
 Station Manager.....Howard E. Clark
 Commercial Manager...R. M. Thompson, Sr.
 Chief Announcer.....Beckley Smith
 Sales Manager.....R. M. Thompson, Sr.
 Publicity Director.....M. Deverson
 Musical Director & Pgm. Mgr....Jas. Hughes
 Chief Engineer.....W. W. McCoy

POLICIES

No liquor accounts before 10:30 p.m. then, quarter-hour programs only of high standard. No special merchandising features.

REPRESENTATIVE

Gene Furgason & Co.

WWSW

"PROMOTING PITTSBURGH INSTITUTIONS"

PITTSBURGH—EST. 1931

QUAKER STATE

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Walker & Down-

ing Radio Corp. OPERATED BY: Walker & Downing Radio Corp. BUSINESS ADDRESS: Hotel Keystone. PHONE: Grant 5200. TIME ON THE AIR: 7:30 a.m. to midnight. NEWS-PAPER AFFILIATION: Pittsburgh Post Gazette. NEWS SERVICE: International News. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....Paul Block
 Commercial Manager.....Frank R. Smith
 Advertising Manager.....Frank R. Smith
 Chief Announcer.....Ray Schneider
 Station Manager.....Frank R. Smith, Jr.
 Sales Manager.....Frank R. Smith, Jr.
 Publicity Director.....Kieran Balfe
 Musical Director.....Walter E. Sickles
 Chief Engineer.....Ancil A. Lewis

POLICIES

Hard liquor advertising carried with restrictions. Foreign language programs confined to period on Sunday from 9:30 a.m. to 2:30 p.m.

Merchandising service furnished when contract justifies effort.

REPRESENTATIVE

Cox & Tanz

WEEU

READING—EST. 1931

FREQUENCY: 830 Kc. POWER: 1000 Watts. OWNED BY: Berks Broadcasting Co. OPERATED BY: Berks Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7335. STUDIO ADDRESS: 533 Penn St., State Theatre and Reading Senior High School. TRANSMITTER LOCATION: Spring Township. TIME ON THE AIR: 8:00 A.M. to local sunset. TRANSCRIPTION SERVICE: Lang-Worth, NBC Thesaurus.

PERSONNEL

General Manager.....Clifford M. Chafey
 Program Director.....Paul Breedy
 Sales Manager.....W. A. Ripley

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station maintains program, merchandising and public departments.

REPRESENTATIVE

Craig & Hollingbery, Inc.

WRAW

READING—EST. 1921

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Reading Broadcasting Co. OPERATED BY: Reading Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7336. STUDIO ADDRESS: 533 Penn St. and State Theatre. TRANSMITTER LOCATION: Reading.

TIME ON THE AIR: Week Days, 7:00 A.M. to 12:00 midnight. Sundays, 6:00 P.M. to 12:00 midnight.

PERSONNEL

President Clifford M. Chafey
 Station Manager Raymond A. Gaul

POLICIES

Advertising of alcoholic beverages accepted but liquor advertising permitted only after 10:30 P.M.

WGBI

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Scranton Broadcasters, Inc. OPERATED BY: Scranton Broadcasters, Inc. BUSINESS ADDRESS: 1000 Wyoming Ave. PHONE: 6296-7. STUDIO ADDRESS: Administration Bldg. of International Correspondence Schools. TRANSMITTER LOCATION: Drinker Turnpike, Dunmore, Pa. TIME ON THE AIR: (daily) 7:00 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus, and Standard Radio.

W B R E

Wilkes-Barre, Pa.

Now

N B C

Red and Blue

Serving Northeastern Pennsylvania with a full schedule of NBC programs and local programs of unusual interest.

100 WATTS 1310 KC.

NEW VERTICAL RADIATOR

LOUIS G. BALTIMORE, *Gen. Mgr.*

PERSONNEL

President..... Frank Megargee
 Commercial Manager..... Geo. D. Coleman
 Station Manager..... Robert E. McDowell
 Sales Manager..... Geo. D. Coleman
 Program Director..... Frank Monaghan
 Chief Engineer..... Kenneth R. Cooke

POLICIES

No special restrictions on liquor advertising. Foreign language programs subject to approval of station.

Prepared to offer every cooperation possible to the advertiser. At the start of a schedule a series of plug announcements and news stories is used on the air to properly introduce the program. Further, the program is highlighted in the newspaper space regularly used by WGBI. If the advertiser desires, letters will be sent to the trade, providing mailing list is furnished and postage paid. While the station has not set up a separate dept. for extensive merchandising, any reasonable amount of work that can be handled by the regular staff will be provided without cost and more extensive service will be properly supervised and billed at the actual cost of material and labor.

REPRESENTATIVE

John Blair & Co.

WQAN

SCRANTON

FREQUENCY: 880 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Scranton Times. OPERATED BY: The Scranton Times. BUSINESS ADDRESS: Scranton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares Time with WGBI. NEWSPAPER AFFILIATION: The Scranton Times.

PERSONNEL

Director A. J. O'Malley

POLICIES

Station does not sell time.

WKOK

"FRIENDLY VOICE OF CENTRAL PENNSYLVANIA"

SUNBURY—EST. 1934

QUAKER

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: B. E. Beck, H. Haddon & G. Beck. OPERATED BY: Sunbury Broadcasting Co. BUSINESS ADDRESS: 1150 N. Front St. PHONE: 1326. STUDIO ADDRESS: 1150 N. Front St. TRANSMITTER LOCATION: 1150 N. Front St. TIME ON THE AIR: (Sunday) 6:00 a.m. to 1:00 p.m., (Mon., Wed. & Fri.) 12:00 noon to 12:00 midnight, (Tues., Thurs. & Sat.) 12:00 noon to 6:00 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

being graduated according to a zone system pending upon the question of reliability of service as indicated by the distance of the station from the nearest broadcasting station.

Sets in Use—176,337.
Stations—12.



UNION OF SOVIET SOCIALIST REPUBLIC

General—With the exception of a small number of amateur transmitters, all broadcasting and transmission stations in the Soviet Union are owned and operated by State organization, maintenance and management of the equipment of general broadcasting stations in the hands of the People's Commissariat of Communication of the U.S.S.R., while the casting is controlled and supervised by the Union Radio Committee, which is attached to the Soviet of People's Commissars of the U.S.S.R.

The All-Union Radio Committee is a body which carries out the radio broadcasting programs of the main stations in Moscow and supervises the activities of 70 local committees in different parts of the Soviet Union.

Advertising—Advertising in the sense in that term is usually understood is not known by Soviet radio stations. Foreign businessmen have not, apparently, at any time advertised on the Soviet radio broadcasting system. It is believed, moreover, that advertising over the radio would not, in view of the Soviet Government monopoly of foreign trade and other factors of merchandising peculiar to the Soviet Union, achieve the purposes for which intended such factors would seem to obviate the need for that type of advertising.

Reception of American Programs—American wave broadcasts are received in the Soviet Union by good short-wave receivers, but such receivers are extremely rare and appear to be mostly in the possession of members of the various colonies in that country. It should be noted in this connection, that American radio programs have, although infrequently, been received by standard and long-wave Soviet broadcasting stations.

Receiving Sets At last report, there were 350,000 receiving sets in the Soviet Union or about two sets to each one thousand of the population, in addition to which there were approximately 2,000,000 outlets in community systems.

The sources of supply of radio receivers and radio materials and replacement parts in the Soviet Union are Soviet factories. No foreign receivers or replacement parts are available on the market.

Television and Facsimile Transmission—Considerable experimentation with television appears to be in progress in the Soviet Union. The V. Ts. S. P. S. (trade union) station at Moscow is said to maintain regular television transmission based on the 30-line or 1,200-element system. Television receivers are not available on the Soviet market. A few have apparently been constructed by amateurs.

Facsimile transmission is used to some extent in Government communication services. A regular facsimile service has been established between Moscow and Leningrad.

Transcriptions—Transcriptions of radio broadcasts are apparently not made in the Soviet Union. Transcribed programs consist of broadcasts of phonograph recordings and sound films. As was pointed out previously, 2000 of the 5,800 hours devoted, during 1936, to musical programs by the central stations are designated for the broadcast of transcribed music.

Patents—In endeavoring to raise its own technical standards and to free itself from dependence upon foreign products, Soviet industry is engaged in copying on an extensive scale machinery and other articles which have been invented and patented in other countries, samples or descriptions of which it has obtained by purchase or otherwise. This practice has been facilitated by the fact that it is not illegal in the Soviet Union to copy articles or processes not patented in that country and that relatively few Soviet patents have been granted to persons or firms resident abroad.

Customs Duty—The Collection of Customs Tariff of the U.S.S.R., 1935, provides, under item No. 92 a minimum and a maximum import duty on radio receivers and radio materials amounting respectively to 25 and 30 per cent ad valorem. The minimum duty, it is understood, is paid upon the importation of radio receivers and material according to plan and the maximum duty is paid upon the importation of such articles outside of the plan.

Sets in Use 350,000.
Stations—63.

UNITED

INGDOM

England, Scotland, Wales, North Ireland, and Minor Islands

General—Total number of licenses in force at the end of July, 1937, was 8,269,500 compared 7,718,794 at the end of July, 1936. This does not represent the total number of radio sets in use in the country, as one license may cover more than one set and there is doubtless a certain additional number of unlicensed sets in operation illegally.

Demand for Sets—It is estimated that during the last 2 years the majority of the business has been in replacements. In one instance, it is calculated that 75 per cent of total sales of sets during 1936 was replacements. The demand for sets to new users will continue slowly, in the future the replacement business will be the most important. The most popular sets in the United Kingdom are those costing bet

£9 9s. and £15 15s. table models with from 6 to 8 tubes, and operating on 3 wave-bands, long, medium, and short. The demand for short-wave sets, or rather all-wave sets, has increased enormously.

Sources of Supply—The British Radio Manufacturers' Association has been active for several years in developing expedients by which foreign goods may be excluded from competition in the British market, especially through pressure upon wholesalers and retailers. Several plans have been tried, employing both punitive measures against dealers in foreign goods through restricting their supplies of British products, and by rewarding dealers in British goods exclusively through added discounts.

Patents—The sale of American sets on the British market is severely handicapped by the activities of the Patent Pool, whose policy it is to exclude if possible American sets. This the pool has been successful in doing to a great degree

and the imported American sets on sale are as a rule boot-legged into the market. Some American manufacturers have overcome this difficulty in part by manufacturing in England.

The pool has no objection to licensing branch plants of American firms, provided the terms of the license, described below, are adhered to and also provided the conditions regarding British content be complied with. British manufacturers have rather opposed the policy of the pool in granting licenses to American firms manufacturing in this country. The pool has invariably replied that there is no reason in law or otherwise why licenses should not be granted in these cases, providing the conditions are accepted and unfair competition eliminated. To support this policy the pool has brought legal action against many American makers of radios.

Members of the pool are the British Thomson-Houston Co., Ltd.; Electric and Musical Industries, Ltd.; Hazelpat, Ltd.; Marconi's Wireless Telegraph Co., Ltd.; Standard Telephones & Cables, Ltd., and the Western Electric Co., Ltd. The operating member is Marconi's Wireless Telegraph Co., Ltd., with offices at Electric House, Victoria Embankment, London, W. C. 2., to which all applications for a license should be addressed.

The importation of American sets into Great Britain in a satisfactory way is rendered extremely difficult by the pool, and American Manufacturers seeking outlets in this market should be warned that a patent situation exists, that a powerful pool is in active operation, and that their dealers, if any appreciable volume of sale is reached, will probably be sued. American manufacturers should also be advised to inquire carefully into the financial position of any British firm applying for a radio agency.

Tariffs—It must be understood that information regarding any foreign tariff rate is especially unstable and should be verified as nearly to the date of importation as possible. The current import duty on radio receiving sets in the United Kingdom is 20 per cent ad valorem, on tubes 33-1/3 per cent, and on radio-phonographs 33-1/3 per cent. These duties are levied on landed cost values.

Television—See Television Section.

Government Control—Broadcasting in the United Kingdom is operated by the British Broadcasting Corporation, a semi-governmental organization operating under a charter granted by the Postmaster General with the approval of Parliament. Early in the year, the charter which expired at the end of 1936 was renewed for another period of 10 years. No commercial or sponsored programs are permitted by the charter of the B.B.C., which is responsible for all programs transmitted through the National and Regional stations and the Empire transmitters as well.

Programs—The program policy of the B.B.C. remains with a few slight changes the same as in past years. Greater emphasis is being placed on broadcasts to schools and talks than hitherto. Recorded programs are used principally during the earlier hours of the broadcasting day and are widely used in the Empire broadcasts. The departments of the B.B.C. are Music, Variety, Drama, Outside Broadcasts, Dance, News, School Broadcasts, Religion, Program Planning, Television, and the Empire Services.

Advertising—As a policy of the British Broadcasting Corporation, no advertising is broadcast. There is no other restriction, however.

Regulation—Every owner of a wireless set is required by law to obtain a license which costs 10 shillings annually and is good for 12 months. One license will cover any number of radio sets in one house but a separate license is required for car sets. The only exemption from this license fee applies in the case of blind persons. Receipts from the license fees are applied to the cost of programs after a percentage has been deducted for the use of the National Exchequer. It is estimated that this year the B.B.C. will get 6 shillings 4½ pence net of each 10 shilling license fee.

Sets in Use—8,269,000.
Stations—18.

VENEZUELA

General—Radio broadcasting in Venezuela dates from 1926, when a station was established under a monopoly that had been granted 2 years earlier. The monopoly included, besides exclusive broadcasting rights, the importation and merchandising of all radio apparatus.

Short Wave—American short-wave programs are easily received throughout Venezuela on standard receivers, broadcasts coming through more clearly in the evening and at night than during the day. During the winter, American long-wave broadcasts are also regularly heard. European short-wave programs from England, Germany, France, Spain, and Italy, in the order listed, are also easily picked up here, while almost all Latin-American countries can be heard.

Transcriptions—The use of recorded programs for broadcasting is generally prevalent, especially in morning broadcasts, and from the smaller stations in the Interior of the country. According to a ruling of the Ministry of Labor and Communications, however, recordings may not occupy more than 90 per cent of any Venezuelan program.

Sets in Use—80,000.
Stations—31.



YUGOSLAVIA

General—According to figures published by the Radio Control Office of the Ministry of Posts and Telegraphs, there were on May 30, 1937, 103,683 receiving sets in actual use. It is estimated that there are actually about 125,000 sets in operation.

Sources of Supply—Foreign competition is confined to a few large firms. Philips has about 31 per cent of the present turnover in imported sets, followed by Austrian firms with 20 per cent, German with 20 per cent, Hungarian with 11 per cent, and the United States with 7 per cent. In 1932, the United States led in the Yugoslav radio market, but it has since lost position to Holland, Austria, Germany and Hungary. European manufacturers of radio appear to have a great advantage over the American manufacturers as regards quality and price and can fill orders more promptly.

Patents—Patents are controlled by the local firm Siemens-Halske A. D., associate of Telefunken A. G., Berlin, which owns the most important radio patents. There are also numerous American patents registered but only Siemens is enforcing its patent rights.

Tariffs; Import Restrictions—On June 25, 1936, the Yugoslav Government placed into effect an order prohibiting the importation from countries having no clearing agreements with Yugoslavia (this includes United States) of certain types of merchandise including radios and parts. Since the placing into effect of this order, the National Bank has withheld the issuance of permits for imports from the United States. Permits will be only granted upon condition that the would-be importer undertake to export to the United States a compensating amount of Yugoslav products. As dealers are generally not in a position to organize an import trade on such a "compensation" basis, the importation of American radios and parts has decreased.

Advertising—The Yugoslav stations broadcast some advertising, but the total is limited by the stations as a matter of policy.

Transcriptions—Records are extensively used in broadcasting, amounting to about 20 per cent of the total program time. American dance music is popular but difficult to obtain in satisfactory records on account of the unsettled copyright questions.

Sets in Use—103,683.
Stations—4.

***I
Wond
What***



***Will
Say
About
It***



Presenting.....

**THE
ITALO-
AMERICAN
MARKET**

WBIL

NEW YORK

WC

NEW

WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 630 Kc. POWER: 1000 Watts. d.; 500 Watts. n. OWNED BY: Cherry and Webb Broadcasting Co. OPERATED BY: Cherry and Webb Broadcasting Co. BUSINESS ADDRESS: Metropolitan Theatre Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: E. Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight. Week Days,

6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

General Manager Stephen P. Willis
Commercial Manager William T. Bush

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

Paul H. Raymer Co.

SOUTH CAROLINA

Population 1,875,000

Number of Families 391,580

Number of Radio Homes 190,450

Retail Sales \$248,206,000

Auto Registrations 278,829

WAIM

"THE VOICE OF THE ELECTRIC CITY"
ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Wilton E. Hall. OPERATED BY: Same. BUSINESS ADDRESS: 115 E. Market St. PHONE: 800. STUDIO ADDRESS: Anderson College. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Anderson Independent, Anderson Daily Mail. NEWS SERVICES: Transradio Press, Press Radio. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

PERSONNEL

President.....Wilton E. Hall
Commercial Manager.....Ennis Bray
Advertising Manager.....Warren McKee
Artists Bureau Head.....Edith Hall
Chief Announcer-Program Director

Jimmie Bulleit

Station Manager.....Ennis Bray
Sales Manager.....Ennis Bray
Publicity Director.....G. Paul Browne
Musical Director.....Homer Christopher
Chief Engineer.....J. E. Peoples

POLICIES

Does not accept liquor advertisements, except wine and beer. Accepts foreign language programs.

Contacts dealers and jobbers and arranges window displays. Large mailing list and cooperation with two local newspapers as well as 15 newspapers in surrounding area.

REPRESENTATIVE

J. J. Devine & Assoc.

WCSC

"SERVING COASTAL CAROLINA"
CHARLESTON—EST. 1930

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1360 Kc. POWER: 1000 Watts. d.; 500 watts. n. OWNED BY: The South Carolina Broadcasting Co., Inc. OPERATED BY: The South Carolina Broadcasting Co., Inc. BUSINESS ADDRESS: Francis Marion Hotel. PHONE: 344. STUDIO ADDRESS: Francis Marion Hotel. TRANSMITTER LOCATION: St. Andrews Farm, one mile west of city. TIME ON THE AIR: Sundays--8:00 a.m. to 12:00 midnight; daily--7:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....W. Frank Hipp
Station Manager.....J. M. Rivers
Chief Announcer.....Wm. A. Mayhew
Sales Manager.....J. M. Rivers
Publicity Director.....Francis Fitzgerald
Program-Musical Director...Francis Fitzgerald
Chief Engineer.....J. B. Fuqua

POLICIES

Beer and wine advertising accepted. Liquor advertising declined. No foreign language accounts accepted.

Dealer surveys made and display material distributed. Program releases by sponsor name published in Carolina Coastal News. Publicity on programs mailed on station letterhead to dealer list, client defraying postage.

REPRESENTATIVE

Free & Peters, Inc.

WIS

"SERVING A STATEWIDE AUDIENCE
FROM COLUMBIA" (DAY)
"THE LIBERTY LIFE STATION" (NIGHT)

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Station WIS, Inc. OPERATED BY: Station WIS, Inc. BUSINESS ADDRESS: 1811 Main St. PHONE: 22135-22136. STUDIO ADDRESS: 1811 Main St. TRANSMITTER LOCATION: Bluff Road. TIME ON THE AIR: Daily—6:45 a.m. to 12:00 midnight. Sundays, 8:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....W. Frank Hipp
Commercial Manager.....J. D. Saumenig
Advertising Manager.....J. D. Saumenig
Chief Announcer.....Victor H. Lund
Station Manager.....G. Richard Sha'to
Sales Manager.....J. D. Saumenig
Publicity Director.....Floyd D. Rodgers
Musical Director.....Victor H. Lund
Chief Engineer.....Scott Helt

POLICIES

Beer and wine advertising accepted but liquor advertising declined. Foreign language accounts declined.

Merchandising cooperation in the form of dealer surveys, placing display material, and program publicity are offered without charge. Direct mail program publicity is available in reasonable quantity, client to defray postage. Feature stories and display boxes in weekly program publication used to publicize programs. Display advertising in daily paper lists programs by sponsors' name.

REPRESENTATIVE

Free & Peters, Inc.

WOLS

FLORENCE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: O. Lee Stone. OPERATED BY: Same. BUSINESS ADDRESS: Sanborn Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charleston Highway South of Florence. TIME ON THE AIR: 6:00 A. M. to local sunset. NEWS SERVICE: Transradio Press.

PERSONNEL

President.....O. Lee Stone
Commercial Manager.....Henry Mosses
Chief Announcer & Pgm. Dir....Wm. F. Mella
Station Manager.....O. Lee Stone
Chief Engineer.....Paul Dillon

POLICIES

No special stated policies.

WFBC

"WE FOSTER BETTER CITIZENSHIP"

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Greenville News-Piedmont Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Greenville. PHONE: 362-3. STUDIO ADDRESS: Hotel Greenville. TRANSMITTER LOCATION: Gantt Station. TIME ON THE AIR: 6:45 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: Greenville News, Greenville Piedmont. NEWS SERVICES: United Press, and Associated Press (non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....B. H. Peace, Jr.
Station Manager.....B. T. Whitmire
Commercial Manager.....W. S. Lindsay
Chief Announcer.....Mason Dixon
Publicity Director.....Dan Crossland
Musical Director.....Eber Lineberger
Chief Engineer.....Clyde Etheredge

POLICIES

Accepts beer and ale, but no hard liquor advertising. Foreign language accounts not accepted.

Merchandising aid through tremendous reception room space—displays; owned by newspapers therefore full radio page publicity.

REPRESENTATIVE

Bryant, Griffith and Brunson

WSPA

"THE VOICE OF SOUTH CAROLINA"

SPARTANBURG—EST. 1929

FREQUENCY: 920 Kc. POWER: 1000 watts. OWNED BY: Virgil Evans. OPERATED BY: Virgil Evans. BUSINESS ADDRESS: 155 South Liberty. PHONE: 2900-1-2600. STUDIO ADDRESS: W.S.P.A. Bldg. TRANSMITTER LOCATION: Evanston H'ts. TIME ON THE AIR: 6:00 a.m. to sunset. Maintains ARTIST BUREAU: NEWSPAPER AFFILIATIONS: The Daily News. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Langlois & Wentworth, Associated Music Library.

PERSONNEL

President and General Manager..Virgil Evans
Commercial Manager.....Pat McSwain
Artists Bureau Head.....Jas. Mufford
Chief Announcer.....Bill Mella
Publicity Director.....Richard Pattison
Musical Director.....Hal. Moore
Chief Engineer.....Rolit Wallace

POLICIES

Does not accept liquor or foreign language advertising.

PERSONNEL

President..... H. H. Haida
Chief Announcer..... Reg Merridew
Station Manager..... Melvin Lahr
Chief Engineer..... Clif Kerstetter

POLICIES

No special policies in regard to liquor or foreign language accounts, etc.

REPRESENTATIVE

Wellman Agency

WMBS

UNIONTOWN—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Fayette Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Uniontown. PHONE: 800. STUDIO ADDRESS: Fayette Title & Trust Bldg. TRANSMITTER LOCATION: 3 miles South of Uniontown. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NBC Thesaurus.

PERSONNEL

President..... Joseph C. Burwell
Commercial Manager..... M. E. Slagel
Artists' Bureau Head..... Hugh Rafferty
Chief Announcer..... Lou Bennett
Station Manager..... Joseph C. Burwell
Sales Manager..... M. E. Slagel
Publicity Director..... Sullivan Sages
Musical Director..... Sullivan Sages
Chief Engineer..... Kenneth M. Meredith

POLICIES

No stated special program policies.
Merchandising through window and car posters; newspaper advertisements.

REPRESENTATIVE

F. A. Wellman

WBAX

"45 MINUTES FROM BROADWAY BY AMERICAN AIRLINES"

WILKES-BARRE—EST. 1922

QUAKER

FREQUENCY: 1210 Kc. POWER 100 watts. OWNED BY: John H. Stenger, Jr. OPERATED BY: John H. Stenger, Jr. BUSINESS ADDRESS: 141 So. Main. PHONE: 2-2736-3-0196-7-8. STUDIO ADDRESS: 141 S. Main. TRANSMITTER LOCATION: Plains Township. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Radio Bands, Inc. & Standard Radio, also Presto Recording Equipment.

PERSONNEL

President..... John H. Stenger, Jr.
Commercial Manager..... Hal Seville
Advertising Manager..... Hal Seville

Artists Bureau Head..... Richard Evans
Chief Announcer..... Richard Mawson
Station Manager..... Hal A. Seville
Sales Manager..... Hal Seville
Publicity Director..... Hal Seville
Musical Director..... William Herbert
Chief Engineer..... John H. Stenger, Jr.

POLICIES

No special restrictions on liquor or foreign language accounts.

Maintains a merchandising unit of three men.

WBRE

WILKES-BARRE—EST. 1924

QUAKER

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Louis G. Baltimore. OPERATED BY: Louis G. Baltimore. BUSINESS ADDRESS: 16 N. Main St. PHONE: 3-3101-2. STUDIO ADDRESS: 16 N. Main St. TRANSMITTER LOCATION: Kingston. TIME ON THE AIR: 7:45 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

President..... Louis G. Baltimore
Commercial Manager..... S. R. Baltimore
Advertising Manager..... S. R. Baltimore
Artists' Bureau Head..... Jerry Butler
Chief Announcer..... William Phillips
Station Manager..... L. G. Baltimore
Sales Manager..... A. C. Baltimore
Publicity Director..... F. D. Coslett
Musical Director..... L. Savitt
Chief Engineer..... Charles Sakoski

POLICIES

Accepts liquor programs, also foreign language programs (Polish and Italian especially).

WRAK

WILLIAMSPORT—EST. 1929

QUAKER

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WRAK, Inc. OPERATED BY: WRAK, Inc. BUSINESS ADDRESS: 244 W. 4th St. PHONE: 2-6116-7. STUDIO ADDRESS: 244 W. 4th St. TRANSMITTER LOCATION: 1561 W. 4th St. TIME ON THE AIR: 7:30 a.m. to 9:30 p.m. NEWSPAPER AFFILIATIONS: Williamsport Sun & Williamsport Gazette & Bulletin. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICES: NBC Thesaurus.

PERSONNEL

President..... E. M. Case
Commercial Manager..... Geo. E. Joy
Advertising Manager..... O. M. Linn
Artists Bureau Head..... P. Breining
Chief Announcer..... Irving Berndt

Station Manager.....G. E. Joy
 Sales Manager.....T. W. Metzger
 Publicity Director.....J. W. Mackey
 Musical Director.....Lillian Gramley
 Chief Engineer.....Louis Persio

POLICIES

Does not accept alcoholic advertising of any kind.

Maintains a merchandising service.

WORK

YORK—EST. 1932

NBC (RED & BLUE)—INTERCITY-MASON-DIXON GROUP

FREQUENCY: 1320 Kc. POWER: 1000 Watts.
 OWNED BY: York Broadcasting Co., Inc. OP-
 ERATED BY: York Broadcasting Co., Inc. BUSI-

NESS ADDRESS: 13 S. Beaver St. PHONE: 6629. STUDIO ADDRESS: 13 S. Beaver St. TRANSMITTER LOCATION: West Manchester Township. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President.....Clair R. McCullough
 Commercial Manager.....Robert Gulick
 Program Manager.....Harold Miller
 Station Manager.....Robert Gulick
 Publicity Director.....John Neff
 Chief Engineer.....J. E. Mathiot

POLICIES

No stated special policies.

REPRESENTATIVE

Paul H. Raymer Co.

RHODE ISLAND

Population 681,000

Number of Families 163,700

Number of Radio Homes 170,050

Retail Sales \$219,706,000

Auto Registrations 159,140

WEAN

PROVIDENCE—EST. 1922

NBC (BLUE)—YANKEE NET.

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Crown Hotel. BOSTON OFFICE: 21 Brookline Ave. PHONE: Dexter 1500. STUDIO ADDRESS: Crown Hotel. TRANSMITTER LOCATION: East Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 2:00 A.M. Week Days, 6:00 A.M. to 2:00 A.M. NEWS SERVICE: Local News by staff reporters, Yankee Network News Service. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President.....John Shepard, III
 Station Supervisor.....James Jennison
 Sales and Production Mgr....Richard Voynow
 Chief Engineer.....Harold Tilley

POLICIES

Production and merchandising departments available to advertisers. Other Yankee Network policies in effect.

REPRESENTATIVE

Edward Petry & Co.

WJAR

“SOUTHERN GATEWAY OF NORTH EAST”

PROVIDENCE—EST. 1922

NBC (Red)

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Outlet Co. OPERATED BY: Outlet Co. BUSINESS ADDRESS: Outlet Store. PHONE: Gaspee 1071. STUDIO ADDRESS: Outlet Store. TRANSMITTER LOCATION: Rumford. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: World Library Service. NEWS SERVICE: Local news service.

PERSONNEL

President.....Joseph Samuels
 Station Manager.....John J. Boyle
 Musical Director.....Earl Shean
 Chief Engineer.....Thomas Prior

POLICIES

No hard liquor advertising accepted.

REPRESENTATIVE

Weed & Co.

SOUTH DAKOTA

Population 692,000

Number of Families 160,930

Number of Radio Homes 121,610

Retail Sales \$147,564,000

Auto Registrations 186,480

K A B R

"VOICE OF THE HUB CITY"

ABERDEEN—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 watts.
OWNED BY: Aberdeen Broadcasting Co. OPERATED BY: Aberdeen Broadcasting Co. BUSINESS ADDRESS: Alonzo Ward Hotel. PHONE: 4626. STUDIO ADDRESS: Alonzo Ward Hotel. TRANSMITTER LOCATION: Wylie Park. TIME ON THE AIR: 7:00 a.m. to 10:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....H. C. Jewett, Jr.
Commercial Manager.....A. A. Fahy
Chief Announcer.....W. L. Dean
Station Manager.....A. A. Fahy
Publicity Director.....A. A. Fahy
Musical Director.....W. L. Dean
Chief Engineer.....Delbert Hunt

POLICIES

Does not accept liquor accounts nor foreign language programs.

Each account is treated individually and suitable merchandising ideas worked out.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

K F D Y

"THE SOUTH DAKOTA STATE COLLEGE RADIO STATION"

BROOKINGS—EST. 1923

FREQUENCY: 780 Kc. POWER: 1000 Watts.
OWNED BY: South Dakota State College. OPERATED BY: Same. BUSINESS ADDRESS: Brookings. PHONE: 702K-459W. STUDIO ADDRESS: Library Bldg., State College. TRANSMITTER LOCATION: Brookings. TIME ON THE AIR: 12:30 P.M. to 2:00 P.M.

PERSONNEL

Station Manager.....S. W. Jones
Publicity Director.....John Regan
Chief Announcer.....Jack Towers
Chief Engineer.....W. H. Gamble

POLICIES

No advertising of any kind can be accepted, since this is an educational station owned by the State.

K G D Y

HURON—EST. 1930

FREQUENCY: 1340 Kc. POWER: 250 Watts.
OWNED BY: Voice of South Dakota. OPERATED BY: Voice of South Dakota. BUSINESS ADDRESS: Huron. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Further information not made available by station.

K G F X

"THE PIONEER STATION"

PIERRE—EST. 1922

FREQUENCY: 630 Kc. POWER: 200 watts.
OWNED BY: Ida A. McNeil. OPERATED BY: Ida A. McNeil. BUSINESS ADDRESS: 203 West Summit Ave. PHONE: 2251. STUDIO ADDRESS: 203 W. Summit Ave. TRANSMITTER LOCATION: 203 W. Summit Ave. TIME ON THE AIR: 9:30 a.m. to sunset. NEWS-PAPER AFFILIATIONS: Cooperates with news from the Daily Capital Journal. (No ownership or financial consideration with newspaper.) NEWS SERVICE: Associated Press (Non Commercial). TRANSCRIPTION SERVICE: The World Broadcasting System.

PERSONNEL

President.....Ida A. McNeil
Commercial Manager.....Ida A. McNeil
Advertising Manager.....Lynn Oldaker
Chief Announcer.....Ida A. McNeil
Station Manager.....Ida A. McNeil
Sales Manager.....Lynn E. Oldaker
Musical Director.....Ida A. McNeil
Chief Engineer.....Robert H. Dye

POLICIES

Does not accept liquor or patent medicine accounts. No occasion for foreign language program in territory.

KOBH

"THE CALL OF THE BLACK HILLS"

RAPID CITY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Black Hills Broadcast Co. OPERATED BY: Black Hills Broadcast Co. BUSINESS ADDRESS: Alex Johnson Hotel. TRANSMITTER LOCATION: Rapid City. TIME ON THE AIR: 7:00 a.m. to 10:00 p.m. MAINTAINS ARTISTS BUREAU. NEWS SERVICES: Transradio press, Radio News Ass., Christian Science Monitor. TRANSCRIPTION SERVICES: NBC Thesaurus, and Standard Radio.

PERSONNEL

President.....Robert Lee Dean
Commercial Manager.....R. J. Dean
Advertising Manager.....R. J. Dean
Artists Bureau Head.....William E. Welch
Station Manager.....Robert J. Dean
Publicity Director.....Martin Tobin
Musical Director.....Katherine Walpole
Chief Engineer.....Earl H. Carter

POLICIES

Does not accept liquor advertising other than beer. No foreign language accounts. All advertising must be in prescribed good taste.

WCAT

RAPID CITY—EST. 1921

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: South Dakota School of Mines. OPERATED BY: South Dakota School of Mines. BUSINESS ADDRESS: E. St. Joe St. PHONE: 1600-1. STUDIO ADDRESS: E. St. Joe St. TRANSMITTER LOCATION: E. St. Joe St. TIME ON THE AIR: 12:30 to 1:30 MST. NEWS-PAPER AFFILIATIONS: Rapid City Daily Journal. NEWS SERVICE: Associated Press (Non Commercial). TRANSCRIPTION SERVICE: Standard Radio and Decca Records.

PERSONNEL

President.....J. P. Connolly
Chief Announcer.....John Crockett
Station Manager.....C. M. Rowe
Publicity Director.....Redford Dibble
Chief Engineer.....E. E. Clark

POLICIES

Non-commercial. Does not sell time.

KELO

SIoux FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Sioux Falls Broadcast Assoc., Inc. OPERATED BY: Sioux Falls Broadcast Assoc., Inc. BUSINESS ADDRESS: 317 S. Phillips. PHONE. 757-8-9. STUDIO ADDRESS: 317 S.

Phillips. TRANSMITTER LOCATION: 3 miles west of city limits. TIME ON THE AIR: 12:00 noon to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Joseph Henkin
Commercial Manager.....Geo. R. Hahn
Advertising Manager.....S. C. Fantle, Jr.
Chief Announcer.....Bert Smith
Station Manager.....Joseph Henkin
Sales Manager.....Morton Henkin
Publicity Director.....S. C. Fantle, Jr.
Musical Director.....Morton Henkin
Chief Engineer.....Max Staley

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, not accepted. Does not accept any program which in any way interferes with the rules and regulations of the Federal Communications Commission.

Merchandising: Maintains merchandising department fully equipped to cooperate with requests of commercial advertisers.

REPRESENTATIVE

Paul H. Raymer Company

KSOO

SIoux FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1110 Kc. POWER: 2500 Watts. OWNED BY: Sioux Falls Broadcasting Ass'n., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 S. Phillips. PHONE: 757-8-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3 miles west of city limits. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Joseph Henkin
Commercial Manager.....Geo. R. Hahn
Advertising Manager.....S. C. Fantle, Jr.
Artists' Bureau Head.....Morton Henkin
Chief Announcer.....Bert Smith
Station Manager.....Joseph Henkin
Sales Manager.....S. C. Fantle, Jr.
Musical Director.....Morton Henkin
Chief Engineer.....Max Staley

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, not accepted. Does not accept any program which in any way interferes with the rules and regulations of the Federal Communications Commission.

Maintains merchandising department fully equipped to cooperate with requests of commercial advertisers.

REPRESENTATIVE

Paul H. Raymer Company

KUSD

VERMILLION

FREQUENCY: 890 Kc. POWER: 500 Watts.
 OWNED BY: University of South Dakota. OPERATED BY: University of South Dakota. BUSINESS ADDRESS: Vermillion. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

PERSONNEL

Director B. B. Bracett

POLICIES

Station does not sell time.

KWTN

WATERTOWN—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts.
 OWNED BY: The Greater Kampeska Radio Corp. OPERATED BY: The Greater Kampeska Radio Corp. BUSINESS ADDRESS: Watertown. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

Further information not made available.

WNAX

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 watts.
 d.: 1000 watts, n. OWNED BY: WNAX

Broadcasting Co. OPERATED BY: WNAX Broadcasting Co. BUSINESS ADDRESS: Second and Capitol. PHONE: 484. STUDIO ADDRESS: Second & Capitol. TRANSMITTER LOCATION: 4½ miles E. of Yankton. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight—(Daily) 8:00 a.m. to 12:00 Midnight—(Sundays). NEWSPAPER AFFILIATIONS: Yankton Press and Dakotan. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

PERSONNEL

President.....Chas. H. Gurney
 Commercial Manager.....Ted Matthews
 Chief Announcer.....Orle Kerwood
 Station Manager.....Ted Matthews
 Publicity Director.....Ted Matthews
 Musical Director.....Orle Kerwood
 Chief Engineer.....Clifton M. Todd

POLICIES

Liquor advertising not permitted. No foreign language accounts accepted.

Contacts local dealers on merchandising, forwarding introductory cards for new programs to dealers and jobbers and, offering display material, placed locally.

REPRESENTATIVE

Howard H. Wilson Company

TENNESSEE

Population 2,893,000

Number of Families 658,390

Number of Radio Homes 370,730

Retail Sales \$482,586,000

Auto Registrations 308,792

WOPI

"THE VOICE OF THE APPALACHIANS"

BRISTOL—EST. 1929

REBROADCAST TIE UP WLW AND WSM

FREQUENCY: 1500 Kc. POWER: 100 Watts.
 OWNED BY: Radiophone Broadcasting Station WOPI. OPERATED BY: Radiophone Broadcasting Station WOPI. BUSINESS ADDRESS: 410 State St. PHONE: WOPI. STUDIO ADDRESS: 410 State St. TRANSMITTER LOCATION: 22nd and State St. TIME ON THE AIR:

6:00 a.m. to 10:30 p.m. (EST). Maintains ARTISTS BUREAU. NEWS SERVICE: Transradio press. TRANSCRIPTION SERVICE: World Broadcasting System. NBC Thesaurus. Standard Radio.

PERSONNEL

President.....Max Marks
 Commercial Manager.....W. A. Wilson
 Advertising Manager.....W. A. Wilson
 Artists Bureau Head.....Mary Abell
 Chief Announcer.....Fey Rogers
 Station Manager.....W. A. Wilson

Sales Manager.....W. A. Wilson
 Publicity Director and Continuity,
 Harry Hudson
 Musical Director.....Fey Rogers
 Chief Engineer.....Robert Smith

POLICIES

Does not accept liquor advertising or foreign language accounts.

Personal contact, window cards, etc., as merchandising aids. Studios also located in the Music Room of the Homestead Hotel, Kingsport, Tenn.

REPRESENTATIVE

Cox & Tanz, Inc.

W A P O

"CHATTANOOGA'S FRIENDLY STATION"
 CHATTANOOGA—EST. 1936

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: W. A. Patterson. OPERATED BY: W. A. Patterson. BUSINESS ADDRESS: Read House. PHONE: 6-6141-6-6142. STUDIO ADDRESS: Read House. TRANSMITTER LOCATION: Foust St. and Rossvill Blvd. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. (CST). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus and Standard Radio.

PERSONNEL

Owner.....W. A. Patterson
 Commercial Manager.....R. G. Patterson
 Advertising Manager.....R. G. Patterson
 Chief Announcer.....Alex Keirsey
 Station Manager.....R. G. Patterson
 Sales Manager.....R. G. Patterson
 Publicity Director.....R. N. Krepps
 Musical Director.....W. R. Johnston
 Chief Engineer.....M. E. Thompson

POLICIES

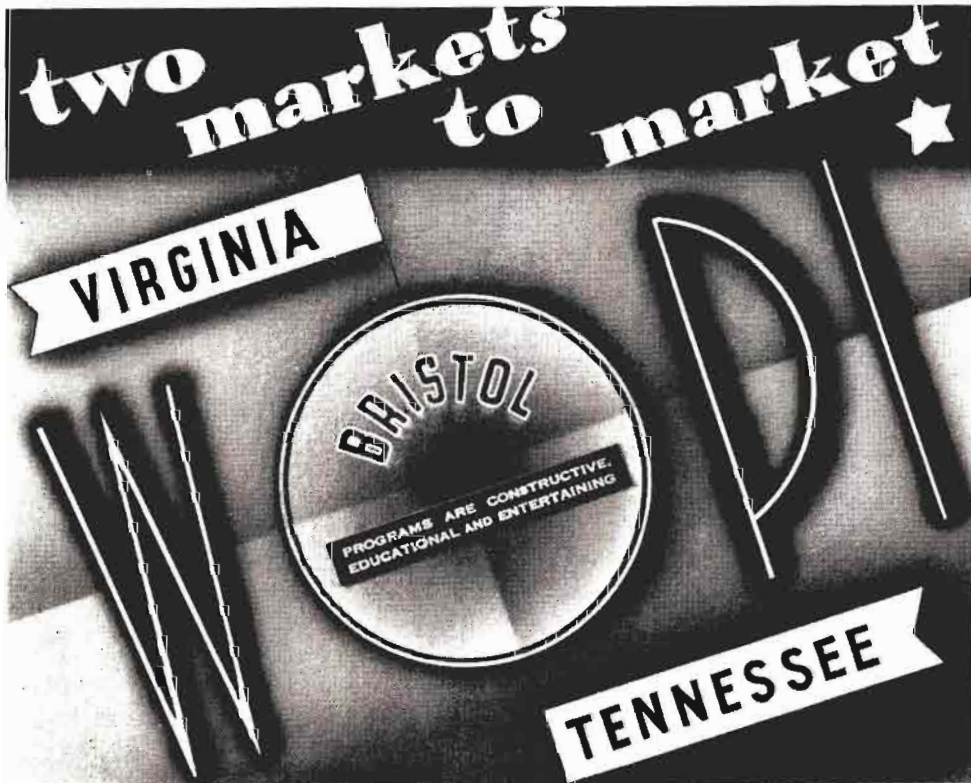
No liquor advertising accepted. Has special merchandising plans.

W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts to LS. 1000 watts, n. OWNED BY: W D O D Broadcasting Corp. OPERATED BY: W D O D Broadcasting Corp. BUSINESS ADDRESS: Hotel Patten. PHONE: 6-5117. STUDIO ADDRESS: Hotel Patten. TRANSMITTER LOCATION: 6 miles from heart of city. TIME ON THE AIR: 6:00 a.m. to 11:30 p.m. Maintains ARTISTS BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System.



PERSONNEL

President.....Norman A. Thomas
Commercial Manager.....Frank S. Lane
Artists Bureau Head.....D. W. McCurdy
Station Manager.....Frank S. Lane
Chief Engineer.....J. R. Donovan

POLICIES

No hard liquor accounts. No demand for foreign language programs due to the audience being native born.

Will furnish complete merchandising service. The amount depends to a large extent on the size of the campaign.

REPRESENTATIVE

Paul H. Raymer Company

WTJS

"BIGGEST LITTLE STATION IN THE SOUTH"

JACKSON—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Sun Pub. Co. OPERATED BY: Sun Pub. Co. BUSINESS ADDRESS: Sun Bldg. PHONE: 3340-3341-1106-1107. MAIN STUDIO ADDRESS: Sun Bldg. OTHER STUDIOS: Union City, Milan, Humboldt, Martin, and Lexington. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. Maintains ARTISTS BUREAU. NEWSPAPER AFFILIATIONS: The Jackson Sun. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus.

PERSONNEL

President.....C. E. Pigford
Commercial Manager.....A. B. Robinson
Advertising Manager.....Bill Winsett
Artists' Bureau Head.....James Allen
Chief Announcer.....Leslie Brooks
Station Manager.....A. B. Robinson
Sales Manager.....A. B. Robinson
Publicity Director.....David Banks
Musical Director.....Val Morse
Chief Engineer.....C. B. Brumwell

POLICIES

Does not accept foreign language or hard liquor advertising. No foreign population. Accepts wine and beer accounts.

Offers a complete merchandising service, including letters to the trade, counter and window displays, generous publicity in affiliated paper.

REPRESENTATIVE

The Branham Company

WNOX

KNOXVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Scripps

Howard Radio, Inc. OPERATED BY: Scripps-Howard Radio, Inc. BUSINESS ADDRESS: 110-112 S. Gay St. PHONE: 3-3171-5. STUDIO ADDRESS: 110-112 S. Gay St. TRANSMITTER LOCATION: Beverly and Anderson Road. TIME ON THE AIR: 5:30 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Knoxville News-Sentinel. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: Associated Library.

PERSONNEL

President.....Jack R. Howard
Commercial Manager.....O. L. Smith
Artists Bureau Head.....Chas. Hansen
Station Manager.....R. B. Westergaard
Publicity Director.....W. J. Towner
Chief Engineer.....J. B. Epperson

POLICIES

No liquor advertising of any kind except beer—no foreign language programs or announcements—All program copy subject to censorship of station.

Merchandising: Billboard advertising—newspaper publicity—movie trailers in five leading theaters—window displays—personal calls on dealers and distributors—letters and merchandising presentations to the trade (advertiser must pay postage).

REPRESENTATIVE

E. Katz Special Adv. Agency

WROL

KNOXVILLE—EST. 1927

NBC—(RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Stuart Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 524 S. Gay St. PHONE: 2-7112. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:30 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....S. E. Adcock
Commercial Manager.....Roland Weeks
Station Manager.....C. H. Frazier
Publicity Director.....John Rees
Musical Director.....John Rees
Chief Engineer.....Joe Wolford

POLICIES

Does not accept liquor advertisements or foreign language programs. Does accept beer advertising.

REPRESENTATIVE

John Blair & Co.

MARKETING PLANS

Concentrated

call for **SCRIPPS-HOWARD RADIO**
in these three cities



These four Scripps-Howard radio stations give **CONCENTRATED COVERAGE** of their markets . . . where sales and sales outlets are concentrated . . . where buying action is faster . . . where there are most buying dollars and sales prospects. If you are marketing a product in these cities, you can advertise by radio more efficiently, more effectively and at less cost in Knoxville through **WNOX**, in Memphis through **WMC** or **WMP**S, and in Cincinnati through **WCPO**.

WCPO

CINCINNATI

Cincinnati's No. 1 News Service Station
Affiliated with *The Cincinnati Post*
Featuring *localized* radio programs
1200 kilocycles • 250 watts day • 100
watts night

WMC

MEMPHIS

The first choice in Memphis
Affiliated with *The Memphis Commercial Appeal*
NBC Red Network programs
780 kilocycles • 5000 watts day • 1000
watts night
The Branham Company, Representatives

WMP

MEMPHIS

New ideas for the Old South
Affiliated with *The Memphis Press-Scimitar*
NBC Blue Network programs
1430 kilocycles • 1000 watts day • 500
watts night

WNOX

KNOXVILLE

Tennessee's pioneer radio station. Estab-
lished 1922
Affiliated with *The Knoxville News-Sen-
tinel*
A Columbia Broadcasting outlet
1010 kilocycles • 5000 watts day • 1000
watts night
*E. Katz Special Advertising Agency, Rep-
resentatives*

WHBQ

"THIS IS THE FRIENDLIEST SPOT ON YOUR DIAL"

MEMPHIS—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Broadcasting Station WHBQ, Inc. OPERATED BY: Broadcasting Station WHBQ, Inc. BUSINESS ADDRESS: Hotel Claridge. PHONE: 8-6868. STUDIO ADDRESS: Hotel Claridge. TRANSMITTER LOCATION: 46 Neely St. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. Maintains ARTISTS BUREAU. NEWS SERVICE: Local. TRANSCRIPTION SERVICE: Full Facilities.

PERSONNEL

President.....Thos. Thompson
Commercial Manager.....E. A. Alburty
Advertising Manager.....E. A. Alburty
Artists Bureau Head.....M. Vun Kannon
Chief Announcer.....Emmet McMurray
Station Manager.....E. A. Alburty
Sales Manager.....E. Pournelle
Publicity Director.....Robt. Ramsey
Musical Director.....Arthur King
Chief Engineer.....Weldon Roy

POLICIES

Hard liquor advertising not accepted. Beer and wine accounts acceptable. Proprietary accounts subject to rigid copy censorship.

National spot advertisers have merchandising service available to them, distribution of counter cards, window signs and streamers, contacting of retailers, jobbers, etc., assistance in arranging window and counter displays, etc.

REPRESENTATIVE

J. J. Devine & Associates

WMC

"DOWN IN DIXIE"

MEMPHIS—EST. 1923

NBC—(RED)

FREQUENCY: 780 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Commercial Appeal Co. OPERATED BY: Commercial Appeal Co. BUSINESS ADDRESS: Hotel Gayoso. PHONE: 8-7464. STUDIO ADDRESS: Hotel Gayoso. TRANSMITTER LOCATION: 5 Points, Tenn. TIME ON THE AIR: 6:00 A.M. to 12:30 midnight. NEWSPAPER AFFILIATIONS: Commercial Appeal. NEWS SERVICES: A.P. and Press Radio. TRANSCRIPTION SERVICES: NBC Thesaurus and NAB Library.

PERSONNEL

Commercial Manager.....J. E. Eggleston
Advertising Manager.....J. E. Eggleston
Chief Announcer.....Earl Moreland

Station Manager.....H. W. Slavick
Publicity Director.....John Cleghorn
Musical Director.....Jerry McEwen
Chief Engineer.....C. E. Baker

POLICIES

Liquor programs accepted after 10 P.M. Foreign programs must be (copy) translated in English due to limited foreign population. Maintains a comprehensive merchandising and exploitation policy.

REPRESENTATIVE

The Branham Company

WMPS

"GREAT AND GROWING GREATER"

MEMPHIS—EST. 1925

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1430 Kc. POWER: 1000 Watts. d.; 500 Watts, n. OWNED BY: Memphis Broadcasting Co. OPERATED BY: Scripps-Howard Radio, Inc. BUSINESS ADDRESS: Columbian Tower. PHONE: 5-2721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Memphis Press-Scimitar. TRANSCRIPTION SERVICES: Associated Program Service, Lang-Worth. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Jack Howard
Station Manager.....Geo. H. Engelten
Commercial Manager.....Bill Kirkendale

POLICIES

Liquor advertising acceptable after 10:30 p.m.

Merchandising: through movie trailers, taxi cab covers, bill boards and merchandising bulletins.

WREC

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: WREC, Inc. OPERATED BY: WREC, Inc. BUSINESS ADDRESS: Hotel Peabody. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Memphis. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President-General Manager...Hoyt B. Wooten

POLICIES

Liquor advertising acceptable after 10:00 P.M.

REPRESENTATIVE

E. Katz Special Advertising Agency

QUICK FACTS on the WSM MARKET

1. It contains 2,167,700 people!
2. The Spendable Income Totals Almost One-half Billion Dollars!

If the spendable income of the WSM primary market alone were concentrated into a single city, *that city would be 18th in the whole United States in effective buying income.*

W S M

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, *Vice-President in Charge of Radio*

HARRY STONE, *General Manager*

Owned and Operated by

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC., Nashville, Tenn.

WLAC

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 Watts.
OWNED BY: WLAC, Inc. OPERATED BY:
WLAC, Inc. BUSINESS ADDRESS: 2421 West
End Ave. PHONE: 7-3425. STUDIO ADDRESS:
2421 West End Ave. TRANSMITTER LOCA-
TION: Dixie Highway. TIME ON THE AIR:
6:00 A.M. to 12:00 midnight. NEWS SERVICES:
Transradio News, Morning Tennessean, Even-
ing Tennessean. TRANSCRIPTION SERVICES:
World Broadcasting System, Standard Library
Service.

PERSONNEL

President.....J. T. Ward
V. P. and Station Manager.....F. C. Sowell
Sales Manager.....F. C. Sowell
Publicity Director.....Edwin Gleaves
Program Director.....Time Sanders
Chief Engineer.....F. C. Blinn

POLICIES

Beer acceptable, but no liquor advertising.
No calls for foreign language programs. Medi-
cine accounts accepted with reservations.

Monthly bulletins sent to retail druggists
and grocers; monthly calls made on drug
trade; distribution of display material.

REPRESENTATIVE

Paul H. Raymer Company

WSIX

"VOICE OF NASHVILLE"

NASHVILLE—EST. 1927

FREQUENCY: 1210 Kc. POWER: 250 Watts.
OWNED BY: WSIX, Inc. OPERATED BY:
WSIX, Inc. BUSINESS ADDRESS: Andrew Jack-
son Hotel. PHONE: 5-5431. TIME ON THE
AIR: 6:00 A.M. to midnight. MAINTAINS ART-
IST BUREAU. NEWS SERVICE: Nashville Ban-
ner. TRANSCRIPTION SERVICES: Standard
Radio, McGregor & Sollie, NBC Thesaurus.

PERSONNEL

President.....Jack M. Draughon
Commercial Manager.....H. C. Krone
Advertising Manager.....H. C. Krone
Artists' Bureau Head.....Joe H. Calloway
Chief Announcer.....Joe H. Calloway
Station Manager.....Jack M. Draughon
Publicity Director.....Robt. Chaudoin
Chief Engineer.....B. E. Porter

POLICIES

Does not accept liquor accounts.

WSM

"WE SHIELD MILLIONS"

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 650 Kc. POWER: 50,000 watts.
OWNED BY: National Life & A. Insurance Co.
OPERATED BY: Same. BUSINESS ADDRESS:
National Bldg. PHONE: 6-7181. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION: 6
miles north Franklin. TIME ON THE AIR:
6:30 A.M. to midnight (C.S.T.). NEWS SER-
VICE: International News Service. TRAN-
SCRIPTION SERVICE: Associated Music Li-
brary. MAINTAINS ARTISTS BUREAU.

PERSONNEL

Vice-President.....Edwin W. Craig
Station Manager.....Harry Stone
Commercial Manager.....Harbin Daniel
Artists Bureau Head.....Geo. Hay
Publicity Director.....Jack Harris
Musical Director.....Peter Brescia
Chief Engineer.....J. H. DeWitt, Jr.

POLICIES

No stated special policies.

REPRESENTATIVE

Edward Petry & Co.



Business is good . . . Folks are buy-
ing . . . Advertisers are cashing in.

One large chunk of Dixie—the Nash-
ville Area—is thoroughly covered by

WLAC

5,000 Watts

Member Station C B S

J. T. Ward
President
F. C. Sowell
V. P. & Gen. Mgr.
Paul H. Raymer & Co., Nat. Rep.

TEXAS

Population 6,172,000

Number of Families 1,449,525	Number of Radio Homes 979,880
Retail Sales \$1,289,264,000	Auto Registrations 1,478,124

KRBC

ABILENE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Reporter Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hilton Hotel. PHONE: 5255 Studio, 3542 Transmitter. STUDIO ADDRESS: Hilton Hotel. TRANSMITTER LOCATION: 341 Ambler St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. (daily). 8:00 A.M. to 8:00 P.M. (Sunday). NEWSPAPER AFFILIATIONS: Reporter-News, but stock ownership is separate. NEWS SERVICE: United Press, Associated Press (non-commercial). TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, Inc., World Broadcasting System (sound effects only).

PERSONNEL

President Bernard Hanks
 Commercial Manager Howard Barrett
 Advertising Manager Howard Barrett
 Chief Announcer Douglas Doan
 Station Manager Max Bentley
 Sales Manager Howard Barrett
 Publicity Director Douglas Doan
 Musical Director Douglas Doan
 Chief Engineer W. W. Robertson, Jr.

POLICIES

Does not accept liquor advertising. Will take foreign language accounts only with translation to also go on the air.

REPRESENTATIVE

Graham A. Robertson

KGNC

AMARILLO—EST. 1924

NBC (Optional Red and Blue)

FREQUENCY: 1410 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: Radio Bldg. PHONE: 4242. STUDIO ADDRESS: Radio Bldg. TRANSMITTER LOCATION: 2 miles east of city. TIME ON THE AIR: 6 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: Local news tie-up. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library.

PERSONNEL

President O. L. Taylor
 Commercial Manager O. L. Taylor
 Artists' Bureau Head Eddie Bomel
 Station Manager O. L. Taylor
 Sales Manager Leon Krupp
 Musical Director Eddie Bomel
 Chief Engineer W. S. Bledsoe

POLICIES

No hard liquor; wine only after 9 P.M.
 Complete merchandising department.

REPRESENTATIVE

Howard H. Wilson Co.

KNOW

"SERVING THE PUBLIC INTEREST"
AUSTIN—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: KUT Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Norwood Bldg. PHONE: 2-6213-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated Music Library.

PERSONNEL

Station Manager James W. Pate
 Sales Manager James W. Pate
 Publicity Director Paul Forchheimer
 Chief Announcer Walton Newton
 Chief Engineer Paul Shaw

POLICIES

Has restricted policy on commercial programs.

Maintains complete merchandising and promotion service.

REPRESENTATIVE

Hearst Radio, Inc.

KTBC*

AUSTIN—EST. 1937

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: State Capitol Broadcasting Assn. (R. B. Anderson, President). OPERATED BY: State Capitol Broadcasting Association. BUSI-

NESS ADDRESS: Austin. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Austin. TIME ON THE AIR: Specified Hours with WTAW.

PERSONNEL

President R. B. Anderson
* Operating under C.P. issued by FCC, at time of going to press.

KFDM

"CALL FOR DEPENDABLE MAGNELINE"

BEAUMONT—EST. 1924

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Magnolia Petroleum Co. OPERATED BY: Sabine Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Beaumont. PHONE: 3883. STUDIO ADDRESS: Hotel Beaumont. TRANSMITTER LOCATION: Magnolia Co. Grove & Doucette Sts. TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 7:30 A.M. to Midnight. TRANSCRIPTION SERVICE: World Broadcasting System and NBC Thesaurus.

PERSONNEL

President J. M. Gilliam
Commercial Manager J. M. Gilliam
Advertising Manager E. E. Carroll
Artists' Bureau Head G. W. Caldwell
Chief Announcer Jack Harrington
Station Manager J. M. Gilliam
Sales Manager W. F. Adams
Publicity Director W. F. Adams
Musical Director G. W. Caldwell
Chief Engineer W. C. Douglas

POLICIES

Accepts beer, light wine and liquors, but does not use the word "whiskey."

Cooperates with clients through brokers, wholesalers, and distributors. Mails out letters on own stationery, under first class mail to retailers. Maintains 100 per cent cooperation with local newspapers.

REPRESENTATIVE

John Blair & Co.

KBST

"LEND US YOUR EARS"

BIG SPRING—EST. 1936

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Big Spring Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Crawford Hotel. PHONE: 1500-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: One mile east of town. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS-PAPER AFFILIATION: Big Spring Herald. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus and Standard Radio.

PERSONNEL

President Joe Galbraith
Commercial Manager C. M. Garnes
Chief Announcer Frank McIntyre
Station Manager J. F. Willson
Sales Manager C. M. Garnes
Musical Director Mary Vance Keneaster
Chief Engineer J. J. Casey

POLICIES

No stated special policies.

REPRESENTATIVE

Graham A. Robertson, Dallas, Texas

KNEL

"YOUR FRIEND OF THE AIR"

BRADY—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: G. L. Burns. OPERATED BY: G. L. Burns. BUSINESS ADDRESS: Brady. PHONE: 77. STUDIO ADDRESS: Brady. TRANSMITTER LOCATION: Brady. TIME ON THE AIR: Daytime only. NEWS SERVICE: San Angelo Morning Times; Local news tie-up. TRANSCRIPTION SERVICES: NBC Thesaurus and C. P. MacGregor.

PERSONNEL

Commercial Manager John Sloane
Station Manager G. L. Burns
Advertising Manager John Sloane
Artists' Bureau Head Cecil Streigler
Chief Announcer Forest Cox
Sales Manager G. L. Burns
Publicity Director Forest Cox
Musical Director Cecil Streigler
Chief Engineer Marion Crawford

POLICIES

No liquor advertising accepted.

KGFI

"NATION'S SOUTHMOST STATION"

BROWNSVILLE—EST. 1927

FREQUENCY: 1500 Kc. POWER: 100 Watts, n.; 250 Watts, d. OWNED BY: Eagle Broadcasting Co. OPERATED BY: Eagle Broadcasting Co., Inc. BUSINESS ADDRESS: Brownsville. PHONE: 1044 and 1046. STUDIO ADDRESS: Brownsville. TRANSMITTER LOCATION: Brownsville. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sundays). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President E. E. (Jack) Wilson
Station Manager F. R. Wilson
Sales Manager Oscar F. Sensabaugh
Chief Engineer Fred Hammond

POLICIES

Accepts liquor accounts where prices are not mentioned, during certain hours of the day. Beer accounts during all hours. Main-

tains two Spanish announcers for presenting programs in Spanish language.

Cooperates with the distributors and retailers in having window displays arranged in stores selling the product, etc. Public relations man who spends full time on merchandising ideas in connection with radio campaigns.

WTAW

COLLEGE STATION—EST. 1921
TEXAS QUALITY NETWORK

FREQUENCY: 1120 Kc. POWER: 500 Watts.
OWNED BY: A. & M. College. OPERATED BY: A. & M. College. BUSINESS ADDRESS: College Station. PHONE: 255. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station.

PERSONNEL

Chief Announcer.....E. P. Humbert
Station Manager.....E. P. Humbert
Musical Director.....Mrs. Roy Dansforth
Chief Engineer.....H. C. Dillingham

POLICIES

Non-Commercial.

KRIS

CORPUS CHRISTI—EST. 1937
NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 500 Watts.
OWNED BY: Gulf Coast Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS: Medical and Professional Bldg., P. O. Box 1128. PHONE: 475. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Corpus Christi. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting System.

PERSONNEL

Manager.....T. Frank Smith

REPRESENTATIVE

Graham A. Robertson

KAND

CORSICANA—EST. 1937
TEXAS BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 100 Watts.
OWNED BY: Navarro Broadcasting Assn.
OPERATED BY: Navarro Broadcasting Assn.
BUSINESS ADDRESS: State Natl. Bank Bldg. PHONE: 30. STUDIO ADDRESS: State Natl. Bank Bldg. TRANSMITTER LOCATION: Highway 75. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. MAINTAINING ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....J. C. West
Chief Announcer.....R. W. Syler

Station Manager.....C. L. Whittier
Publicity Director.....R. W. Becker
Chief Engineer.....B. C. Boatright

POLICIES

No stated special program policies.

Flexible merchandising plan embracing all media; Campaign dependent on nature of program.

KRLD

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1040 Kc. POWER: 10,000 Watts. OWNED BY: KRLD Radio Corp. OPERATED BY: KRLD Radio Corp. BUSINESS ADDRESS: Adolphus Hotel. PHONE: 2-6811. STUDIO ADDRESS: Adolphus Hotel. TRANSMITTER LOCATION: 7½ miles north of Dallas. TIME ON THE AIR: 6:00 A.M. to midnight (daily); 8:00 A.M. to midnight (Sunday). NEWSPAPER AFFILIATION: Dallas Times Herald. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: C. P. MacGregor and Sollie.

PERSONNEL

President.....Tom C. Gooch
Station Manager.....J. W. Runyon
Chief Announcer.....Royce Colon
Sales Manager.....C. W. Rembert
Publicity Director.....C. W. Rembert
Musical Director.....Ruth Clem
Chief Engineer.....R. M. Flynn

POLICIES

Does not accept liquor accounts.

REPRESENTATIVE

The Branham Co.

WFAA

"YOUR NEIGHBOR OF THE AIR"

DALLAS—EST. 1922

NBC—SUPP. and TEXAS QUALITY

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: A. H. Belo Corp. OPERATED BY: A. H. Belo Corp. and Dallas News and Dallas Journal. BUSINESS ADDRESS: Baker Hotel. PHONE: 2-9215-6. STUDIO ADDRESS: Baker Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: WFAA-WBAP operated continuously 5:45 A.M. to midnight (daily); 8:00 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: The Dallas Morning News, The Dallas Journal. NEWS SERVICES: United Press and Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....G. B. Dealey
Station Manager.....Martin Campbell
Merchandising Manager.....Irvin Gross
Program Director.....Ralph Nimmons
Regional Sales Manager.....Alex Keese
Publicity Director.....Dick Jordan
Musical Director.....Karl Lambertz
Chief Engineer.....Raymond Collins

POLICIES

Beer accepted but no other alcoholic beverage.

Merchandising department maintains close contact with chains, wholesale houses, department stores and distributing firms. Advisory service and limited cooperation in making personal contacts and surveys without charge. All other services rendered at actual net cost to station.

REPRESENTATIVE

Edward Petry & Co., Inc.

W R R

"WORLD'S OLDEST MUNICIPAL STATION"

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: City of Dallas. OPERATED BY: City of Dallas. BUSINESS ADDRESS: Southland Life Bldg. PHONE: 2-1411. STUDIO ADDRESS: Southland Life Bldg. TRANSMITTER LOCATION: Fair Park. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: Dallas Dispatch (no financial connection). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

Commercial Manager.....John Thorwald
Advertising Manager.....John Thorwald
Artists' Bureau Head.....Chas. B. Jordan
Chief Announcer.....Pete Teddie
Station Manager.....John Thorwald
Sales Manager.....Harry L. Thomas
Publicity Director.....Ben McCleskey
Musical Director.....Murray Lambert
Chief Engineer.....V. R. Simpson

POLICIES

No special stated program policies.

Merchandising department only at cost to advertiser for services desired and rendered.

K F P L

"KIND FRIENDS PLEASE LISTEN"

DUBLIN—EST. 1924

FREQUENCY—1310 Kc. POWER: 250 Watts. OWNED BY: C. C. Baxter. OPERATED BY: C. C. Baxter. BUSINESS ADDRESS: 205 Grafton. PHONE: 183. STUDIO ADDRESS: 205 Grafton. TRANSMITTER LOCATION: One-half mile out of city limits. TIME ON THE AIR: 6:00 A.M. to 3:00 P.M. and 6:00 P.M. to 9:00 P.M. NEWS SERVICE: Christian Science Monitor.

PERSONNEL

Chief Announcer.....C. C. Baxter
Station Manager.....C. C. Baxter
Chief Engineer.....C. B. Baxter

POLICIES

Accepts no liquor advertising.

K R O D *

EL PASO

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Dorrance D. Roderick. OPERATED BY: Dorrance D. Roderick. BUSINESS ADDRESS: El Paso. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: El Paso Times.

*C.P. by F.C.C. Issues were being determined by Court of Appeals, Washington, D. C.

K T S M

"VOICE OF EL PASO"

EL PASO—EST. 1929

NBC (OPTIONAL RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Tri-State Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Paso del Norte, 200 So. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1001 Mills Bldg. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor Co., NBC Thesaurus, and Standard Radio.

PERSONNEL

President.....Mrs. L. E. Bredberg
Station Manager.....Karl O. Wyler
Program Director.....Roy T. Chapman
Musical Director.....Frank Moser
Chief Engineer.....E. L. Gemoets

POLICIES

No liquor advertising except beer and wine. No foreign language programs.

Merchandising: Assist in making displays, plugging program on air several days ahead of starting date . . . anything possible that will insure the success of the program.

REPRESENTATIVE

Craig & Hollingsbery

W D A H

EL PASO—EST. 1929

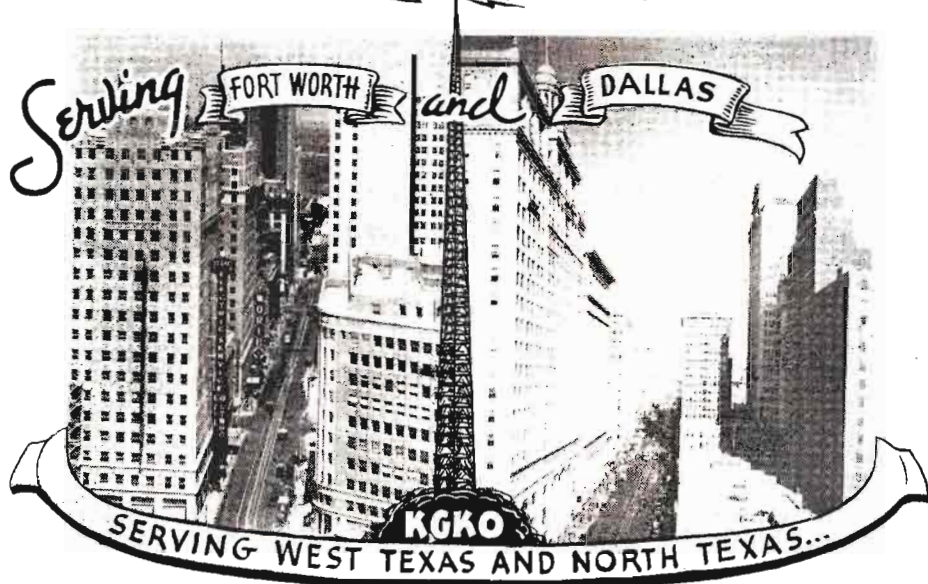
FREQUENCY: 1319 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri-State Broadcasting Co. OPERATED BY: Tri-State Broadcasting Co. BUSINESS ADDRESS: 200 S. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: 200 S. El Paso St. TRANSMITTER LOCATION: Mills Bldg. TIME ON THE AIR: (Sundays only) 9:30 A.M. to noon—7:30 P.M. to 8:30 P.M.

PERSONNEL

President.....Mrs. L. E. Bredberg
Station Manager.....Karl O. Wyler

*The Station the Southwest
Has Been Waiting For...*

KGKO WILL BE READY MAY 1



*For the First Time
Cover the Southwest's Greatest
Market on a REGIONAL RATE!*

CHOICE TIMES NOW BEING RESERVED

KGKO
...FULL TIME NBC AFFILIATE...

570 KILOCYCLES - 5000 WATTS DAY - 1000 WATTS NIGHT

Address: KGKO, Fort Worth Star-Telegram Bldg., Fort Worth, Texas: Phone 3-1234

Amon G. Carter, Pres.: Harold V. Hough, Gen. Mgr.: D. A. Kahn, Bus. Mgr.

POLICIES

Non-commercial station. Used on Sundays only for the broadcasting of church services from Trinity Methodist Church, El Paso, Texas.

KFJZ

FORT WORTH—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Fort Worth Broadcasters, Inc. OPERATED BY: Fort Worth Broadcasters, Inc. BUSINESS ADDRESS: 7th & Main. PHONE: 3-3474-5-6. STUDIO ADDRESS: 7th & Main. TRANSMITTER LOCATION: Sunny Hill Dairy Farm. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President R. S. Bishop
 Commercial Manager L. Coe
 Advertising Manager L. Coe
 Station Manager H. A. Hutchinson
 Sales Manager L. Coe
 Musical Director Roy Duffy
 Chief Engineer Truett Kimzey

POLICIES

All copy subject to approval of station management.

KGKO*

FORT WORTH—EST. 1928

NBC (RED OR BLUE) TEXAS QUALITY GROUP

FREQUENCY: 570 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Star-Telegram Bldg. PHONE: 3-2301. STUDIO ADDRESS: Medical Arts Bldg. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

* Increased power as listed and removal to Fort Worth effective May 1, 1938.

PERSONNEL

President Amon G. Carter
 General Manager Harold V. Hough
 Commercial Manager D. A. Kahn
 Chief Engineer C. B. Locke
 Program and Production Manager
 Sylvester Gross

POLICIES

Good taste is required in all advertising. Does not accept liquor accounts. Complete merchandising department being set up.

KTAT

"YOUR MUTUAL FRIEND IN FORT WORTH"

FORT WORTH—EST. 1927

MUTUAL

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Tarrant Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Texas. PHONE: 3-1381-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Birdville. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President Raymond E. Buck
 Commercial Manager Sam H. Bennett
 Artists Bureau Head Roy S. George
 Chief Announcer Joe Pierson
 Station Manager Sam H. Bennett
 Publicity Director Len Finger
 Musical Director Frances Kay
 Chief Engineer Joe Haigh

POLICIES

Station abides by NAB code. Does not accept hard liquor advertising. Will accept foreign language accounts, but limited foreign population in this territory precludes possibility of such advertising.

Merchandising: Has use of five theatres in merchandising programs to theatre crowds—usual mail facilities to retail accounts for national advertisers. Arrangement with newspapers on publicity on talent and program without mentioning sponsor's name in write-up. Direct mail and other types of merchandising at cost. Special merchandising personnel calling on retail trade and national accounts without charge.

REPRESENTATIVE

Free & Peters, Inc.

WBAP

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: Carter Publications, Inc. OPERATED BY: Star-Telegram. BUSINESS ADDRESS: 400 W. Seventh. PHONE: 3-2301. STUDIO ADDRESS: Blackstone Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: Divides time with WFAA—open 5:45 A.M., closes midnight. NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press (not open to sponsorship). TRANSCRIPTION SERVICE: World Broadcasting System.



Last year more than 55,000 miles of lines from San Francisco, Columbus, Ohio, and throughout the Southwest, were utilized to bring Special Programs (non-network) to the audience of WBAP, the veteran 50,000 Watter in Fort Worth. More than 3,000 remotes were completed!

WBAP, in addition to having a large talent roster and every studio facility, operates SPEEDY MOBILE UNIT KNED in conjunction with W5XG, thus affording SPECIAL EVENT and EMERGENCY SERVICE when needed!

WBAP

Owned and Operated by

THE FORT WORTH STAR-TELEGRAM

AMON G. CARTER

President

HAROLD V. HOUGH

Gen. Mgr.

FORT WORTH • TEXAS

NATIONAL REPRESENTATIVE: EDWARD PETRY & COMPANY

**WBAP was one of the stations that paid more for Staff Musicians in 1937 than the A. F. of M. required!*

PERSONNEL

President.....Amon G. Carter
 Station Manager.....Harold V. Hough
 Commercial Manager.....George Cranston
 Advertising Manager.....H. M. Southard
 Chief Announcer.....Cy Leland
 Sales Manager.....H. M. Southard
 Publicity Director.....Elbert Hailing
 Musical Director.....Gene Baugh
 Chief Engineer.....R. C. Stinson

POLICIES

Beer accounts accepted—but no hard liquor. Good taste requirements on all other programs.

All WBAP advertisers have access to Fort Worth Star-Telegram merchandising department—which is fully manned.

REPRESENTATIVE

Edward Petry & Company

KLUF

"KLUF IS FIRST WITH THE NEWS"

GALVESTON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Geo. Ray Clough. OPERATED BY: Geo. Ray Clough. BUSINESS ADDRESS: 1225 - 23rd St. PHONE: 760. STUDIO ADDRESS: 1225 - 23rd St. TRANSMITTER LOCATION: American National Insurance Co. Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.—12:00 midnight to 1:00 A.M. NEWS SERVICE: Transradio. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....Geo. Roy Clough
 Commercial Manager.....Varrell Yates
 Chief Announcer.....Charles Rhodes
 Station Manager.....Laurence D. Yates
 Musical Director.....Robert L. Easley
 Chief Engineer.....John Taylor

POLICIES

No stated special policies.

KGVL*

GREENVILLE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Hunt Broadcasting Assn. (Fred Horton, President). OPERATED BY: Hunt Broadcasting Association. BUSINESS ADDRESS: Greenville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: Stockholders are interested in newspaper publications.

PERSONNEL

President.....Fred Horton
 *Operating under C.P. issued by FCC, at time of going to press.

KPRC

"THE HOUSTON PAST"

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 920 Kc. POWER: 5000 watts. OWNED BY: Houston Printing Corp. OPERATED BY: Same. BUSINESS ADDRESS: Lamar Hotel. PHONE: Fairfax 7101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATION: The Houston Post. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....W. P. Hobby
 Station Manager.....Kern Tips
 Publicity Director.....Edith Riley
 Musical Director.....K. Burt Sloan
 Chief Engineer.....H. T. Wheeler

POLICIES

No stated special policies.

REPRESENTATIVE

Edward Petry & Co.

KTRH

"THE CHRONICLE STATION"

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTRH Broadcasting Co., Houston Chronicle. OPERATED BY: Houston Chronicle. BUSINESS ADDRESS: Rice Hotel. PHONE: Preston 4361—Capitol 1992. STUDIO ADDRESS: Rice Hotel. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 7:45 A.M. to midnight (Sunday). NEWSPAPER AFFILIATION: Houston Chronicle. NEWS SERVICE: Local News and thirty-word (Chronicle) National Flashes. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Station Manager.....B. F. Orr
 Commercial Manager.....Ray E. Bright
 Publicity Director.....Harry Grier
 Musical Director.....Edward Fritsch
 Chief Engineer.....Tom Hiner

POLICIES

No liquor accounts accepted; light wines and beer accounts accepted. Foreign language programs acceptable in line with CBS policies. No patent medicine, cancer cures, etc., accepted. Any program of a radical nature subject to careful editing by program department. Social diseases discussed providing speaker is member of medical profession

in high standing or under government supervision.

Maintains special merchandising and exploitation departments to conform with normal wishes of any advertiser.

REPRESENTATIVE

John Blair & Company

KXYZ

HOUSTON—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1440 Kc. **POWER:** 1000 Watts. **OWNED BY:** Harris County Broadcast Co. **OPERATED BY:** Harris County Broadcast Co. **BUSINESS ADDRESS:** 5th floor, Gulf Bldg. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Houston. **TIME ON THE AIR:** 24 hours a day. **MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE:** World Broadcasting System, C. P. MacGregor.

PERSONNEL

Manager.....T. F. Smith

POLICIES

Merchandising and publicity departments are part of the regular service.

REPRESENTATIVE

Graham A. Robertson

KOCA

"KILGORE. THE OIL CAPITAL OF AMERICA"

KILGORE—EST. 1936

FREQUENCY: 1210 Kc. **POWER:** 250 Watts, d.; 100 Watts, n. **OWNED BY:** Oil Capitol Broadcasting Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** Hotel Kilgore. **PHONE:** 616. **STUDIO ADDRESS:** Hotel Kilgore. **TRANSMITTER LOCATION:** Duval & Marlin Sts. **TIME ON THE AIR:** 6:00 A.M. to 10:00 P.M. **NEWSPAPER AFFILIATIONS:** Kilgore Daily News. **NEWS SERVICE:** United Press. **MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE:** Standard Radio.

PERSONNEL

General ManagerRoy G. Terry
Commercial ManagerH. A. Degner
Artists' Bureau HeadMiss Betty Ford
Chief AnnouncerVan Patrick
Station ManagerH. A. Degner
Musical DirectorMiss Betty Ford
Chief EngineerH. C. Slife

POLICIES

No stated special program policies.

Merchandising aids via dozen or more remotes to various business places, where a Vox Pop is staged, such as actual used car demonstrations; shopping trips through stores, also by remote control broadcasts, etc.

KFRO

"KEEP FOREVER ROLLING ON"

LONGVIEW—EST. 1934

FREQUENCY: 1370 Kc. **POWER:** 250 Watts. **OWNED BY:** Voice of Longview. **OPERATED BY:** Voice of Longview. **BUSINESS ADDRESS:** Box 616. **PHONE:** 411. **STUDIO ADDRESS:** 620 Glover Crim Bldg. **TRANSMITTER LOCATION:** S. Green at Radio Street. **TIME ON THE AIR:** 6:00 A.M. to local sunset. **TRANSCRIPTION SERVICE:** World Broadcasting System.

PERSONNEL

PresidentJames R. Curtis
Commercial ManagerH. Johnson
Chief AnnouncerJohn McDonald
Publicity DirectorJames R. Curtis
Musical DirectorJames R. Curtis
Chief EngineerEdward Bumpass

POLICIES

Do not accept liquor accounts. No foreign language programs due to 99 per cent English speaking population.

Merchandising: Letters to dealers and prepare dealer mailing lists or routes. Furnish tie-in price cards and usual newspaper releases.

REPRESENTATIVES

John H. Reagin, Atlanta, Ga.
H. C. Conover, Chicago
Walter Biddick, Los Angeles

KFYO

"LUBBOCK. HUB OF THE PLAINS. HOME OF TEXAS TECH"

LUBBOCK—EST. 1927

FREQUENCY: 1310 Kc. **POWER:** 250 Watts, d.; 100 Watts, n. **OWNED BY:** Plains Radio Broadcasting Co. **OPERATED BY:** Plains Radio Broadcasting Co. **BUSINESS ADDRESS:** Box 1448. **PHONE:** 1700-1 (Trans) 1540. **STUDIO ADDRESS:** 914 Ave. J. **TRANSMITTER LOCATION:** 2312 5th St. **TIME ON THE AIR:** 7:00 A.M. to 10:00 P.M. (daily); 8:00 A.M. to 8:00 P.M. (Sunday). **MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS:** Lubbock Avalanche Journal. **NEWS SERVICE:** United Press (exclusive leased wire). **TRANSCRIPTION SERVICES:** Standard Radio, C. P. MacGregor, NAB Public Domain.

PERSONNEL

President.....O. L. Taylor (Amarillo)
Commercial Manager.....DeWitt Landis
Artists' Bureau Head.....R. B. McAlister
Chief Announcer.....Wesley Youngblood
Station Manager.....DeWitt Landis
Publicity Director.....Bruce Collier
Musical Director.....O. D. Cook
Chief Engineer.....W. H. Torrey

POLICIES

No liquor accounts. Spanish is accepted, though not desirable (97 per cent white literate population).

Complete merchandising service, reasonable amount free, additional service at net cost.

REPRESENTATIVE

Howard H. Wilson Company

KRBA*

LUFKIN—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Red Lands Broadcasting Association (Ben T. Wilson, President). OPERATED BY: Red Lands Broadcasting Association. BUSINESS ADDRESS: Lufkin. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

PERSONNEL

President.....Ben T. Wilson
*Operating under CP issued by FCC, at time of going to press.

KRLH

MIDLAND—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Clarence Scharbauer. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Scharbauer. PHONE: 1070. STUDIO ADDRESS: 117 So. Lorraine. TRANSMITTER LOCATION: 2100 West Wall. TIME ON THE AIR: 6:45 A.M. to 5:45 P.M.

PERSONNEL

Station Manager.....T. K. Betzel
Publicity Director.....R. C. Lackland
Musical Director.....Pete Gates
Chief Engineer.....Robert Harmon

POLICIES

Does not accept liquor advertisements.

KNET

PALESTINE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Palestine Broadcast Assn. OPERATED BY: Palestine Broadcast Assn. BUSINESS ADDRESS: John and Crawford Sts. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Palestine. TIME ON THE AIR: Daytime.

PERSONNEL

Manager.....B. V. Hammond

KPDN

"AT THE TOP OF TEXAS"

PAMPA—EST. 1936

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: R. C. Hoiles. OPERATED BY: S. L. Patterson. BUSINESS ADDRESS: 202 1/2 N. Ballard. PHONE: 1100. STUDIO ADDRESS: 202 1/2 N. Ballard. TRANSMITTER LOCATION:

8 miles east of city limits. TIME ON THE AIR: 6:30 A.M. to Sunset. NEWSPAPER AFFILIATION: Pampa Daily News. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: C. P. MacGregor. World Broadcasting System. Standard Radio.

PERSONNEL

Commercial Manager.....S. L. Patterson
Chief Announcer.....Bill Karn
Station Manager.....S. L. Patterson
Musical Director.....Ray Monday
Chief Engineer.....Herman Kreiger

POLICIES

No liquor advertising or any other accounts that station management feels are not approved by the big majority of audience.

Distribution analysis of advertisers' product or other brands of same product prior to campaign. Personal merchandising visits to both wholesalers and retailers to secure better distribution. Secure store display tie-ups. Secure tie-ups in retailers' local advertising. Survey of retail and wholesale outlets to determine progress of campaign. Survey of retail and wholesale outlets at close of campaign to determine results. Elaborate newspaper publicity provided campaign is of program nature rather than spot announcements.

REPRESENTATIVE

Southwest Broadcasters, Inc.

KPLT

"THE FRIENDLY STATION"

PARIS—EST. 1936

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: North Texas Broadcasting Co. OPERATED BY: North Texas Broadcasting Co. BUSINESS ADDRESS: Gibraltar Hotel. PHONE: 1124-5. STUDIO ADDRESS: Gibraltar Hotel, Mezzanine Floor. TRANSMITTER LOCATION: 1 1/4 miles south on Texas Highway No. 24. TIME ON THE AIR: Local Sunrise to Sunset. NEWSPAPER AFFILIATIONS: North Texas Broadcasting Co. is owned by North Texas Pub. Co. which publishes The Paris News. NEWS SERVICE: Associated Press News flashes from the editorial rooms of The Paris News. MAINTAINS ARTISTS' BUREAU: TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Service.

PERSONNEL

President.....A. G. Pat Mayse
Chief Announcer.....Richard Schlaudroff
Station Manager.....J. Bert Mitchell, Jr.
Sales Manager.....J. Bert Mitchell, Jr.
Musical Director.....Richard Schlaudroff
Chief Engineer.....M. W. Jeffus

POLICIES

Accepts beer advertising but no wine and liquor advertising.

Merchandising cooperation to the fullest extent.

REPRESENTATIVE

Graham A. Robertson

KIUN

"VOICE WEST OF THE PECOS"
PECOS—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts.
OWNED BY: Jack Hawkins and Barney Hubbs.
OPERATED BY: Jack Hawkins and Barney Hubbs.
BUSINESS ADDRESS: KIUN Building.
STUDIO ADDRESS: KIUN Bldg. TRANSMITTER LOCATION: North of city, 1 mile. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Affiliated with Pecos Enterprise, a weekly, through interlocking ownership. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Radio Bands, Inc.

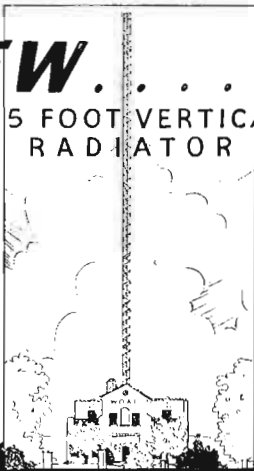
PERSONNEL

President.....Jack Hawkins
Station Manager.....Jack Hawkins
Chief Announcer.....Dick Jay
Sales Manager.....Howard Holbrook
Publicity Director.....Barney Hubbs
Musical Director.....Bob Skyles
Chief Engineer.....C. A. Roark

POLICIES

Accepts wine and beer advertising; Spanish language programs subject to approval.
Renders newspaper publicity; any reasonable amount of dealer contact work.

NEW.....
425 FOOT VERTICAL
RADIATOR



WOAI
50,000 WATTS - CLEARED CHANNEL
1190 KILOCYCLES

SAN ANTONIO

Represented Nationally by Edward Petry & Co.
Affiliate - National Broadcasting Company
Member - Texas Quality Network

KPAC

PORT ARTHUR—EST. 1935

FREQUENCY: 1260 Kc. POWER: 500 Watts.
OWNED BY: Port Arthur College. OPERATED BY: Port Arthur College. BUSINESS ADDRESS: Port Arthur College. STUDIO ADDRESS: Same. PHONE: 3320. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 6:00 A.M. to local sunset.

PERSONNEL

General Manager-Station Director. Glenn Hewitt

KGKL

SAN ANGELO—EST. 1928

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KGKL, Inc. OPERATED BY: KGKL, Inc. BUSINESS ADDRESS: St. Angelus Hotel. PHONE: 5515-6715-16-17. STUDIO ADDRESS: St. Angelus Hotel. TRANSMITTER LOCATION: 50 S. Milton St. TIME ON THE AIR: 7:30 A.M. to 10:15 P.M. NEWSPAPER AFFILIATIONS: San Angelo Standard Times. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....H. C. Ragsdale
Commercial Manager.....Earle Yates
Chief Announcer.....Lynn Bigler
Station Manager.....Earle Yates
Musical Director.....Lynn Bigler
Chief Engineer.....Frank M. Jones

POLICIES

No stated special policies.

KABC

"THE SPORTS STATION"

SAN ANTONIO—EST. 1924

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Alamo Broadcasting Co. OPERATED BY: Alamo Broadcasting Co. BUSINESS ADDRESS: Texas Theater Bldg. PHONE: Garfield 4241. STUDIO ADDRESS: Texas Theater Bldg. TRANSMITTER LOCATION: 811 E. Myrtle. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....Henry Lee Taylor
General Manager.....William McCabe
Chief Announcer.....Chas. Belli
Station Manager.....Gene L. Cagle
Chief Engineer.....Ed L. Starnes

POLICIES

No liquor; beer accepted. Foreign language only in afternoon—2 to 4 P.M.

KMAC

SAN ANTONIO

FREQUENCY: 1370 Kc. POWER: 250 watts. d.; 100 watts, n. OWNED BY: W. W. McAllister. OPERATED BY: W. W. McAllister. BUSINESS ADDRESS: 27th floor, Smith Young Tower. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: San Antonio. TIME ON THE AIR: Part time schedule. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Manager.....Howard W. Davis
Program Director.....A. S. Bensan

REPRESENTATIVE

Cox and Tanz

KONO

SAN ANTONIO—EST. 1927

FREQUENCY: 1370 Kc. POWER: 100 Watts (250 Watts pending). OWNED BY: Eugene J. Roth. OPERATED BY: Mission Broadcasting Co. BUSINESS ADDRESS: Milam Building. PHONE: F. 1371-2. STUDIO ADDRESS: Milam Bldg. TRANSMITTER LOCATION: Milam Bldg. TIME ON THE AIR: 9 hours daily (shares time with KMAC). NEWS SERVICE: La Prensa (Spanish only). MAINTAINS ARTISTS' BUREAU: TRANSCRIPTION SERVICE: Usual facilities.

PERSONNEL

President.....Eugene J. Roth
Commercial Manager.....James Brown
Artists' Bureau Head.....Gerald Morgan
Chief Announcer.....Bill Laurie
Station Manager.....Eugene J. Roth
Sales Manager.....James Brown
Publicity Director.....Gerald Morgan
Musical Director.....Ted Brown
Chief Engineer.....Geo. Ing

POLICIES

Station accepts beer—light wines. No hard liquors. Announcements must conform with station policies. Spanish announcements accepted, but must be placed on nightly two-hour international Goodwill Program. All spot announcements must be no longer than seventy-five words. All products advertised on KONO must conform with requirements for the public welfare.

Merchandising tie-ups with all local and racial papers (local community papers). Programs "Previewed" on KONO Sampler Program weekly. Any other merchandising methods desired by account at cost. Station gives "plugs" on all new commercial programs for several days in advance of first program.

REPRESENTATIVE

Cox & Tanz, Inc.

KTSA

"SERVING THE PUBLIC INTEREST IN SOUTH TEXAS"

SAN ANTONIO—EST. 1928

COLUMBIA BROADCASTING COMPANY
FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTSA Broadcasting Co. OPERATED BY: KTSA Broadcasting Co. BUSINESS ADDRESS: Garter Hotel. PHONE: Garfield 1251. STUDIO ADDRESS: Garter Hotel. TRANSMITTER LOCATION: St. Hedwig Road. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: San Antonio Light. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Lang-Worth, Went-Worth, and Associated Music Publishers.

PERSONNEL

Vice-President-General Manager..Neal Barrett
Station Manager.....H. C. Burke
Program Manager.....Paul Girard
Commercial Manager.....George Johnson
Musical Director.....Ernst Hauser
Chief Engineer.....Wm. Egerton

POLICIES

No special policies.

REPRESENTATIVE

Hearst Radio, Inc.

WOAI

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 1190 Kc. POWER 50,000 Watts. OWNED BY: Southland Industries, Inc. OPERATED BY: Southland Industries, Inc. BUSINESS ADDRESS: 1031 Navarro. PHONE: Garfield 4221-2-3. STUDIO ADDRESS: 1031 Navarro. TRANSMITTER LOCATION: Selma, Texas. TIME ON THE AIR: (Sunday) 8:00 A.M. to 11:30 P.M.; (daily) 6:30 A.M. to 11:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Hugh A. L. Half
Vice-President-General Manager
Beeman Fisher
Advertising-Publicity Director....Carl A. Doty
Chief Engineer.....Fred Sterling

POLICIES

Liquor advertising taken only subject to modification of copy if found necessary. Foreign language accounts must be accompanied by verbatim translations of continuity. Will not accept advertising of Doctors or Dentists.

Maintains complete merchandising service for its advertisers and will give full cooperation to any advertiser's merchandising activities in the San Antonio market. The station from time to time conducts local merchandising activities in cooperation with the local adver-

tiser. A regular station publication is released every other month and a complete merchandising service to approximately 700 grocers and 225 druggists every month.

REPRESENTATIVE

Edw. Petry & Co., Inc.

KRRV

"THE VOICE OF THE RED RIVER VALLEY"

SHERMAN—EST. 1936

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Red River Valley Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1910 S. Crockett St. PHONE: 201. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....G. H. Wilcox
Commercial Manager.....L. L. Hendrick
Chief Announcer.....Roy Pickett
Station Manager.....L. L. Hendrick
Sales Manager.....Maurice Wray
Musical Director.....Roy Pickett
Chief Engineer.....T. E. Spellman

POLICIES

Accepts foreign language and wine and beer advertising. No hard liquor advertising. Commercial staff will lend full cooperation—and go to every reasonable extent to sell advertised products and merchandise.

KTEM

"THE FRIENDLY VOICE OF CENTRAL TEXAS"

TEMPLE—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Bell Broadcasting Co. OPERATED BY: Bell Broadcasting Co. BUSINESS ADDRESS: Kyle Hotel. PHONE: 4646. STUDIO ADDRESS: Kyle Hotel. TRANSMITTER LOCATION: 2.6 miles north of Temple on Temple-Waco highway. TIME ON THE AIR: 6:15 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....Mrs. Ruth Mayborn
Station Manager.....Burton Bishop
Artists' Bureau Head.....Kirby Nix
Chief Announcer.....W. W. Roark
Chief Engineer.....Rupert Bogan

POLICIES

Liquor advertising accepted where copy is not offensive. Foreign language programs accepted due to large percentage of Czech and German people residing in area.

Commercial programs may have additional support of KTEM advising all dealers in territory of program by letter; commercial men

assist by keeping all local accounts advised of program; programs listed in daily newspaper schedule and publicized in station's daily program resume. Special downtown window displays arranged on request.

REPRESENTATIVE

Graham & Robertson, Inc.

KGKB

TYLER—EST. 1931

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: East Texas Broadcasting Co. OPERATED BY: J. G. Ulmer. BUSINESS ADDRESS: 115 S. College. PHONE: 1106-7. STUDIO ADDRESS: 115 S. College. TRANSMITTER LOCATION: Sandflat Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....W. M. Roberts
Station Manager.....M. E. Danbom
Commercial Manager.....M. E. Danbom
Chief Announcer.....O. Franklin
Chief Engineer.....John B. Sheppherd

POLICIES

Accepts no hard liquor advertising nor foreign language programs.

Will arrange window displays, get distribution in difficult stores . . . generally send out a form letter to all retail outlets when a product is advertised on station.

WACO

"SERVING THE PUBLIC INTEREST"

WACO—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Hearst Radio. OPERATED BY: KTSA Broadcasting Co. BUSINESS ADDRESS: Amicable Bldg. PHONE: 2700-1. STUDIO ADDRESS: Amicable Bldg. TRANSMITTER LOCATION: Amicable Bldg. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Music Library, Lang-Worth Library.

PERSONNEL

Vice-President-General Manager..Neal Barrett
Station Manager.....J. W. Pate
Commercial Manager.....R. E. L. Glasgow
Chief Announcer.....Clark Fulks
Publicity Director.....Frank Ruetz
Musical Director.....Pat Adelman
Chief Engineer.....L. H. Appleman

POLICIES

Liquor programs accepted only after 10:30 P.M. and must be of a dignified character, running not less than 15 minutes and pro-

duced in the station's studios. Patent medicines are subject to Station approval. Foreign language programs no set rules; does not encourage such programs.

Circulars, doggers, placards, and direct mail merchandising aids.

REPRESENTATIVE

Hearst Radio, Inc.

K R G V

"SERVING 'LOWER VALLEY GRANDE' TEXAS 4TH CITY"

WESLACO—EST. 1927

NBC—(RED OR BLUE)

FREQUENCY: 1260 Kc. POWER: 1000 Watts.
 OWNED BY: KRGV, Inc. OPERATED BY:
 Same. BUSINESS ADDRESS: 201 Border.
 PHONE: 375-6. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

PERSONNEL

President M. S. Niles
 Station Manager Ken Lowell Sibson
 Sales Manager Ingham S. Roberts, III
 Publicity Director Dick Watkins
 Musical Director Dick Watkins
 Chief Announcer Dick Watkins
 Chief Engineer Neal McNaughton

POLICIES

No hard liquor advertising accepted.
 Merchandising: Merchandising department maintained by station for use without cost to clients. Charges made only for special services requiring cash expenditures.

REPRESENTATIVE

Howard H. Wilson Co.

UTAH

Population 519,000

Number of Families 117,810

Number of Radio Homes 96,560

Retail Sales \$132,098,000

Auto Registrations 116,816

K S U B

"GATEWAY TO SOUTHERN UTAH'S SCENIC WONDERLAND"

CEDAR CITY—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts.
 OWNED BY: Johnson & Perry. OPERATED BY:
 Johnson & Perry. BUSINESS ADDRESS: Escalante Hotel. PHONE: 398. STUDIO ADDRESS: Escalante Hotel. TRANSMITTER LOCATION: West 2nd South. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

PERSONNEL

President Johnson & Perry
 Station Manager A. L. Madsen
 Sales Manager A. L. Madsen
 Chief Engineer Cutler R. Miller

POLICIES

No liquor accounts accepted.

K L O

OGDEN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)
 FREQUENCY: 1400 Kc. POWER: 500 Watts.
 OWNED BY: Interstate Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS:

7th floor, Hotel Ben Lomona. PHONE: 84-85. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Riverdale. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Ogden Standard Examiner. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: MacGregor & Sollie.

PERSONNEL

President A. L. Glasmann
 Advertising Manager M. J. Bunnell
 Chief Announcer Tom Morris
 Program Manager Ethel G. Clark
 Station Manager Paul R. Heitmeyer, vice-pres.
 Musical Director Ed Barry
 Chief Engineer W. D'Orr Cozzens
 Production Manager Jack Riaska

POLICIES

Does not accept liquor advertising. Advertising of beer accepted. Foreign language advertising not encouraged.

REPRESENTATIVE

Bryant Griffith & Brunson

K E U B

"THE VOICE OF EASTERN UTAH"
PRICE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts.
 OWNED BY: E. Utah Broadcasting Co. (Sam.)



RICHEST and most concentrated market between Denver and the Pacific Coast! An audience worth cultivating ... easily reached over the popular station ...

KDYL



An N. B. C. Station

Nationally Represented by JOHN BLAIR & COMPANY

G. Weiss). OPERATED BY: E. Utah Broadcasting Co. BUSINESS ADDRESS: Price. PHONE: Price 200. STUDIO ADDRESS: Price. TRANSMITTER LOCATION: Price. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, MacGregor Dramatic Library.

PERSONNEL

General Manager.....John Richards
 Station Manager.....Sam G. Weiss
 Chief Engineer.....Frank C. Carman

POLICIES

No hard liquor accounts. Beer and foreign languages accepted. ♦

KDYL

"THE NBC STATION"

SALT LAKE CITY—EST. 1922

NBC (RED)

FREQUENCY: 1290 Kc. POWER: 1000 watts, n: 5000 watts, d. (Beg. Approx. May 1st). OWNED BY: Intermountain Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 6th floor, Ezra Thompson Bldg. PHONE: Wasatch 7180-1-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th W. and 33rd So. Murray. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

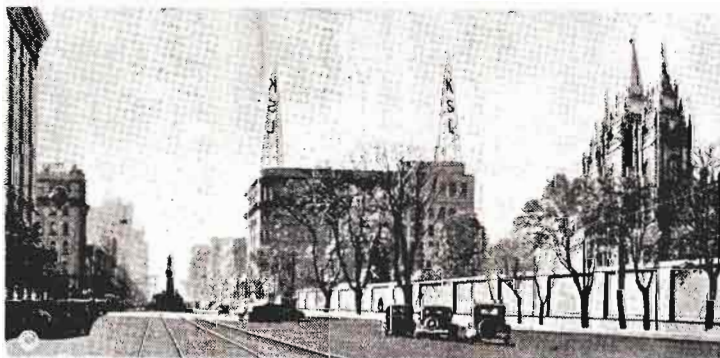
KSL **AFFILIATED WITH CBS**

THE VOICE OF THE WEST

50,000 WATTS, 1130 KILOCYCLES

At the Crossroads of the West

One of the nation's most powerful radio stations; the dominant station in the vast western region which it serves, with millions of responsive listeners



SHOWING KSL STUDIO OPPOSITE TEMPLE SQUARE, SALT LAKE CITY

PERSONNEL

President & General Manager.....S. S. Fox
 Commercial Manager.....W. E. Wagstaff
 Advertising Manager.....George Snaell
 Artists Bureau Head.....T. B. Woodbury
 Chief Announcer.....Floyd Farr
 Sales Manager.....W. E. Wagstaff
 Publicity Director.....George Snaell
 Musical Director.....T. B. Woodbury
 Chief Engineer.....J. M. Baldwin

POLICIES

No liquor advertisements except beer. No foreign language accounts. Medical accounts accepted only after copy to be used has been submitted and approved.

Merchandising: Display windows in station's reception lobbies available for sponsor's use. Other tie-ups by arrangement.

REPRESENTATIVE

John Blair Company

KSL

"THE VOICE OF THE WEST"

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1130 Kc. POWER: 50,000 watts. OWNED BY: Radio Service Corporation of Utah. OPERATED BY: Same. BUSINESS ADDRESS: Union Pacific Bldg. PHONE: Wasatch 3901. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Saltair. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 6:00 A.M. to midnight (Sunday); 6:00 A.M. to 6:00 A.M. (Saturday). NEWSPAPER AFFILIATION:

Salt Lake Tribune. NEWS SERVICES: United Press. International News Service. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Library, C. P. MacGregor.

PERSONNEL

President.....Sylvester O. Cannon
 Commercial Manager.....Dan H. Vincent
 Advertising Manager.....T. H. Alexsen
 Artists Bureau Head.....Irma F. Bitner
 Station Manager.....Earl J. Glade
 Sales Manager.....Dan H. Vincent
 Publicity Director.....Lennox Murdock
 Musical Director.....Gene Halliday
 Chief Engineer.....E. G. Pack

POLICIES

Does not accept liquor advertising.

Merchandising: Mailing service. Will distribute merchandise displays to Salt Lake stores. Listing in KSL Press Release weekly. Space in monthly. Program brochure.

REPRESENTATIVE

Edward Petry & Co., Inc.

KUTA*

SALT LAKE CITY—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Utah Broadcasting Co. OPERATED BY: Utah Broadcasting Co. BUSINESS ADDRESS: Salt Lake City. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

*Operating under C.P. issued by FCC, at time of going to press.

VERMONT

Population 383,000

Number of Families 94,290

Number of Radio Homes 82,910

Retail Sales \$99,121,000

Auto Registrations 84,155

WCAX

BURLINGTON—EST. 1931

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Burlington Daily News, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 203 College St. PHONE: 134-373. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part time schedule. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERV-

ICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....H. Nelson Jackson
 Commercial Manager.....W. J. Kennedy
 Advertising Manager.....W. J. Kennedy
 Artists' Bureau Head.....John F. Tierney
 Chief Announcer.....Herman Wight
 Station Manager.....H. Nelson Jackson
 Sales Manager.....W. J. Kennedy
 Publicity Director.....John F. Tierney
 Musical Director.....John F. Tierney
 Chief Engineer.....James W. Tierney

POLICIES

Accepts beer advertising but no liquor accounts. No restrictions on foreign language accounts if the program is on a transcription. However, all matter on same is subject to our approval.

WSYB

RUTLAND—EST. 1930

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: P. Weiss Music Co. OPERATED BY: Same. BUSINESS ADDRESS: 80 West St. PHONE: 1247. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 10:00 A.M. to 1:00 P.M. and 5:00 P.M. to 9:00 P.M. (construction permit to operate with unlimited time). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President P. Weiss
Station Manager J. H. Weiss
Chief Engineer J. A. Housek

POLICIES

No stated special program policies.

REPRESENTATIVES

Cox & Tanz Weed & Co.

WQDM

ST. ALBANS—EST. 1929

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: F. Arthur Bosturik. OPERATED BY: F. Arthur Bosturik. BUSINESS ADDRESS: St. Albans. PHONE: 126. STUDIO ADDRESS: 32 North Main St. TRANSMITTER LOCATION: ¼ mile north of city on route 7 fresh water marsh. Maintains ARTIST BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Lang-Worth, Radio Bands, Inc., Earnshaw Production.

PERSONNEL

President F. Arthur Bosturik
Advertising Manager John Barrette
Artists' Bureau Head Harriet Hall
Chief Announcer Edward Anderson
Station Manager F. Arthur Bosturik
Publicity Director Evelyn Stevenson
Musical Director Florence M. Bosturik
Chief Engineer Edward Regan

POLICIES

No hard liquor. Accepts beer and foreign language accounts.

Tie-up with newspaper and window displays.

REPRESENTATIVE

Gene Furgason & Co.

WNBX

"RADIO CAPITAL OF VERMONT & NEW HAMPSHIRE"

SPRINGFIELD—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts.

OWNED BY: WNBX Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Woolson Block, 39 Main St. PHONE: 86-3-86-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Ararat. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System. Standard Radio. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President Harry C. Wilder
Commercial Manager Phil Hoffman
Advertising Manager Phil Hoffman
Artists Bureau Head Lansing Lindquist
Chief Announcer Ozzie Wade
Station Manager Phil Hoffman
Publicity Director Lansing Bennett
Chief Engineer Bill Moore

POLICIES

No liquor advertising accepted. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station.

Station will assist in merchandising service which includes direct mail, movie trailers, dealer contacts.

REPRESENTATIVE

Paul H. Raymer Co.

WDEV

"VERMONT'S MID-STATE STATION"

WATERBURY—EST. 1931

FREQUENCY: 550 Kc. POWER: 500 Watts. 1000 pending. OWNED BY: L. E. Squier and W. G. Ricker. OPERATED BY: L. E. Squier and W. G. Ricker. BUSINESS ADDRESS: 8 Stowe St., Montpelier. PHONE: 13-240. STUDIO ADDRESS: Waterbury. TRANSMITTER LOCATION: Waterbury. TIME ON THE AIR: 6:00 A.M. to sundown. Maintains ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Waterbury Record. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus; Langlois Wentworth.

PERSONNEL

Commercial Manager Harold Deal
Station Manager L. E. Squier
Advertising Manager W. G. Ricker
Artists' Bureau Head W. G. Ricker
Chief Announcer Ted Nelson
Sales Manager L. E. Squier
Musical Director Ralph Delfino
Chief Engineer Melvin Sikkles

POLICIES

No liquor advertising. Sole restriction. Service available from printing department of Waterbury Record and columns of paper.

REPRESENTATIVE

Horace Hagedorn, N. Y. C.

VIRGINIA

Population 2,706,000

Number of Families 584,460 Number of Radio Homes 384,740

Retail Sales \$471,329,000 Auto Registrations 417,463

WCHV

"CHARLOTTESVILLE'S ONLY ADVERTISING MEDIUM THAT SPEAKS FOR ITSELF"

CHARLOTTESVILLE—EST. 1929

VIRGINIA BROADCASTING SYSTEM, INC.

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Community Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Market & 4th. PHONE: 444. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. No. 250 Richmond Road. TIME ON THE AIR: 6:00 A.M. to sunset (Shares night with WEED). NEWSPAPER AFFILIATIONS: Washington Post, Richmond News Leader. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Station Manager Hugh M. Curler
Commercial Manager C. D. Taylor
Chief Announcer Edward W. Hane
Sales Manager C. D. Taylor
Chief Engineer Walter W. Gray

POLICIES

Does not accept liquor or foreign language accounts.

Complete merchandising service including regular calls on merchants in primary area.

REPRESENTATIVE

J. J. Devine & Associates

WBTM

"WORLD'S BEST TOBACCO MARKET"

DANVILLE—EST. 1930

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Piedmont Broadcasting Corp. BUSINESS ADDRESS: 427 Main St. PHONE: 2350. STUDIO ADDRESS: 427 Main St. TRANSMITTER LOCATION: Danville. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

President L. N. Dibrell
Commercial Manager S. C. Ondarcho
Advertising Manager J. M. Croft
Artists' Bureau Head W. P. Heffernan
Chief Announcer W. P. Heffernan
Station Manager S. C. Ondarcho
Sales Manager S. C. Ondarcho
Publicity Director J. M. Croft
Musical Director Geo. Heffernan
Chief Engineer Phil Briggs

POLICIES

No liquor advertising accepted; beer and wine accepted; foreign language accounts discouraged because of limited foreign population; medical accounts accepted; copy in all cases must be in good taste and ethical.

For exploitation station publishes its own weekly paper. No merchandising department established but a reasonable amount is done without cost.

REPRESENTATIVE

H. K. Conover Co.

WSVA

"SHENANDOAH VALLEY STATION"

HARRISONBURG—EST. 1935

FREQUENCY: 550 Kc. POWER: 500 Watts. OWNED BY: Shenandoah Valley Broadcasting Corp. OPERATED BY: Shenandoah Valley Broadcasting Corp. BUSINESS ADDRESS: Harrisonburg. PHONE: Harrisonburg, 875; Staunton, 647. STUDIO ADDRESS: Harrisonburg. TRANSMITTER LOCATION: Route No. 1, Harrisonburg. TIME ON THE AIR: Sunrise to local sunset. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio, Inc.

PERSONNEL

Station Manager Chas. P. Blackley
Sales Manager Chas. P. Blackley
Chief Announcer Wendell Siler
Chief Engineer U. L. Lynch

POLICIES

Beer accounts accepted. Wine and liquor accounts not accepted.

Merchandising plan consists of: Distribution of advertising and promotional matter of sponsors in connection with programs, and the contacting of merchants in territory relative to increasing interest in programs of sponsors.

WLVA

LYNCHBURG—EST. 1930

REGIONAL V.B.S.

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Lynchburg Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Allied Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Page St. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press & Teletype. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth & NAB Library.

PERSONNEL

PresidentEdw. A. Allen
Commercial ManagerGlen E. Jackson
Advertising ManagerGlen E. Jackson
Chief AnnouncerJames Moore

WMBG

NBC Red



RICHMOND, VIRGINIA



For complete market data

consult

GENE FURGASON & CO.

NEW YORK

MUrray Hill 2-3734

Chicago — State 5241

Station ManagerPhilip P. Allen
Publicity DirectorJames Howe
Chief EngineerAlbert E. Heisen

POLICIES

No liquor accounts accepted.

WGH

NEWPORT NEWS—EST. 1928

VIRGINIA BROADCASTING SYSTEM
CBS OPTIONAL PROGRAMS

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Hampton Roads Broadcasting Corp. OPERATED BY: Hampton Roads Broadcasting Corp. BUSINESS ADDRESS: Bankers Trust Bldg., Norfolk; 1319 Washington Ave.; American National Bank Bldg., Portsmouth. PHONE: 44319 Norfolk; 2297 Newport News; 991 Portsmouth. STUDIO ADDRESS: Bankers Trust Bldg., Norfolk; 1319 Washington Ave.; American Bank Bldg., Portsmouth. TRANSMITTER LOCATION: Newport News. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: Lang-Worth and NAB Library.

PERSONNEL

PresidentEdward E. Bishop
Commercial ManagerEdward E. Edgar
Advertising ManagerEdward E. Edgar
Artists' Bureau HeadAlfred Temple
Chief AnnouncerJoel F. Wahlberg
Station ManagerEdward E. Bishop
Sales ManagerEdward E. Edgar
Publicity DirectorGene Stratton
Musical DirectorWillby Goff
Chief EngineerRaymond P. Aylor, Jr.

POLICIES

No liquor advertising except wines and beers, conforming to rules of Virginia Alcoholic Beverage Board. Foreign language accounts acceptable where public interest is served and necessity exists. Internal medicines not accepted.

WTAR

"VIRGINIA'S PIONEER VOICE"

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: Norfolk Newspapers, Inc. OPERATED BY: Norfolk Newspapers, Inc. BUSINESS ADDRESS: National Bank of Commerce Bldg. PHONE: 2-5671-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glenrock, Princess Anne County. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M.; (Sunday) 8:00

A.M. to 12:00 midnight. **NEWSPAPER AFFILIATIONS:** Norfolk Ledger-Dispatch, Norfolk Virginian Pilot. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NAB Library.

PERSONNEL

President.....Paul S. Huber
Commercial Manager.....John W. New
Station Manager.....Campbell Arnoux
Publicity Director.....Lee Chadwick
Musical Director.....Henry Cowles Whitehead
Chief Engineer.....J. L. Grether

POLICIES

Accepts wine and beer accounts; no hard liquor advertising. Foreign language accounts judged individually and acceptance based on the merit of the program material. No foreign language account has been broadcast over station to date.

Merchandising: Courtesy announcements gratis, listings in morning and evening newspaper, announced in two daily program resumes, letters to dealers, contact of dealers and wholesalers, and additional activities at cost.

REPRESENTATIVE

Edward Petry & Co.

WBBL

RICHMOND

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Grace Covenant Presbyterian Church (M. A. Sitton, Agent). OPERATED BY: Grace Covenant Presbyterian Church. BUSINESS ADDRESS: Richmond. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours.

PERSONNEL

Agent.....M. A. Sitton

POLICIES

Station does not sell time.

WMBG

"THE HAVENS AND MARTIN STATION"
RICHMOND—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1350 Kc. POWER: 500 Watts. OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: 914 W. Broad. PHONE: 3-6776. STUDIO ADDRESS: 914 W. Broad. TRANSMITTER LOCATION: Staples Mill Road & Broad St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Wilbur M. Havens
Commercial Manager.....Wilbur M. Havens
Advertising Manager.....Robt. E. Mitchell
Artists' Bureau Head.....Robt. E. Mitchell
Chief Announcer.....Jack Hooper
Station Manager.....Wilbur M. Havens
Local Sales Manager.....Wm. Filer
Publicity Director & National Sales
R. E. Mitchell
Musical Director.....Garnett Tate
Chief Engineer.....Wiltfred H. Wood

POLICIES

Beer and wine accounts accepted; no hard liquor.

Complete merchandising set-up including dealers' letters; distribution of window and counter cards; window dressing.

REPRESENTATIVE

Gene Ferguson & Co.

WRNL

"THE FRIENDLY STATION"
RICHMOND—EST. 1937

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 500 Watts (1000 pending). OWNED BY: WLBG, Inc. OPERATED BY: WLBG, Inc. (ex-WPHR). BUSINESS ADDRESS: 323 E. Grace St. PHONE: 3-4242. STUDIO ADDRESS: 323 E. Grace St. TRANSMITTER LOCATION: Henrico County. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Music, Lang-Worth and C. P. MacGregor.

PERSONNEL

President.....John Stewart Bryan
Advertising Manager.....C. A. Baker
Artists' Bureau Head.....Blanche Moody
Chief Announcer.....Wallace Stell
Station Manager.....Earl Sowers
Sales Manager.....C. A. Baker
Publicity Director.....Earl Sowers
Musical Director.....Marynelle Gutridge
Chief Engineer.....W. A. Selden

POLICIES

Station does not accept liquor ads.

Has merchandising department, including audience room excellently equipped for auditions, etc.

WRTD

RICHMOND—EST. 1937

NATIONAL BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Times-Dispatch Publ. Co., Inc. OPERATED BY: Times-Dispatch Publishing Co., Inc. BUSINESS ADDRESS: State-Planters Bank Building. PHONE: 3-7471, 3-7472, 3-7473. STUDIO ADDRESS: State-Planters Bank Building. TRANSMITTER LOCATION: Belle Isle. TIME ON THE AIR: Mon. to Sat. 7:00 A.M. to 1:00 A.M.; Sun. 7:00 A.M. to 12:00 midnight. NEWS-PAPER AFFILIATIONS: Times-Dispatch Publishing Co., Inc. TRANSCRIPTION SERVICES: Associated Music Publishers and Standard Radio.

PERSONNEL

President.....John D. Wise
Manager.....Ovellon Maxey
Chief Engineer.....David Bain
Program Director.....Pelo Gleason
Production Manager.....Pelo Gleason
Continuity Director.....Robert Ehrman
Publicity & Merchandising.....Bernard Dabney
Traffic Manager.....Mildred Williams
Chief Announcer.....Sam Lawder

POLICIES

Does not accept hard liquor or wines but does accept beer; does not accept foreign languages.

Displays in five banks; one in lobby of Richmond Times-Dispatch; one in reception room of WRTD; as a rule preannouncements: personal contact with distributors and dealers. Letters to distributors and principal dealers.

REPRESENTATIVE

Edward Petry & Co., Inc.

WRVA

"DOWN WHERE THE SOUTH BEGINS—
VIRGINIA'S PREMIER STATION"

RICHMOND—EST. 1925

FREQUENCY: 1110 Kc. POWER: 5000 Watts. OWNED BY: Larus & Brother Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Richmond. PHONE: 3-6633. STUDIO ADDRESS: Hotel Richmond. TRANSMITTER LOCATION: Mechanicsville. TIME ON THE AIR: 7:00 A.M. to midnight (Fri. to 2:00 A.M.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....P. L. Reed
General Manager.....C. T. Lucy
Commercial Manager.....Barron Howard

Chief Announcer.....J. Robert Beadles
Sales Manager.....Barron Howard
Publicity Director.....Walter R. Bishop
Musical Director.....E. D. Naff
Chief Engineer.....R. N. Eubank
Technical Supervisor.....H. S. Lucy

POLICIES

Accept no alcoholic advertising including wine, beer or liquor. Has no foreign language accounts since this is native territory. After 6:00 P.M. accepts no advertising for product, use of which would not be considered suitable topic for discussion in mixed group. Matter of good taste applied to all proposed accounts.

Merchandising: Merchandising and exploitation is handled on a per-job basis by a local exploitation firm. No definite merchandising set-up is maintained by station.

REPRESENTATIVE

Paul H. Raymer Company

WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 5000 Watts. d.; 1000, n. OWNED BY: Times-World Corp. OPERATED BY: Times-World Corp. BUSINESS ADDRESS: 124 West Kirk Ave. PHONE: 8131, 8132. STUDIO ADDRESS: 124 West Kirk Ave. TRANSMITTER LOCATION: Colonial Hqts., Roanoke. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Roanoke Times (morning); The Roanoke World News (evening). NEWS SERVICE: Associated Press News. TRANSCRIPTION SERVICES: NAB Library and World Broadcasting System Library.

PERSONNEL

President.....J. P. Fishburn
Commercial Manager.....F. D. Kesler
Artists' Bureau Head.....Mary Henson
Station Manager.....Ray P. Jordan
Publicity Director.....Marvin Naff
Musical Director.....Mary Henson
Chief Engineer.....Robert D. Avery

POLICIES

Does not accept liquor advertising except beer and light wines. No objection to foreign language accounts, but advises against them because of only 2 per cent foreign born population.

Complete merchandising co-operation. Letters to dealers; window and store displays, newspaper publicity, etc.

REPRESENTATIVES

Craig & Hollingbery, Inc., New York
Sears & Ayer, Chicago

WASHINGTON

Population 1,658,000

Number of Families 446,470

Number of Radio Homes 394,230

Retail Sales \$528,709,000

Auto Registrations 499,760

KXRO

"TWIN HARBOR" STATION
ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 250 Watts.
OWNED BY: KXRO, Inc. OPERATED BY:
KXRO, Inc. BUSINESS ADDRESS: Morck Hotel.
PHONE: Aberdeen 4098 and 4099. STUDIO
ADDRESS: Morck Hotel. TRANSMITTER LO-
CATION: Finch Farms. TIME ON THE AIR:
7:00 A.M. to 11:00 P.M. (Daily); 9:00 A.M. to
11:00 P.M. (Sunday). NEWS SERVICE: Trans-
radio press. TRANSCRIPTION SERVICE: World
Broadcasting System.

PERSONNEL

President.....Harry R. Spence
Commercial Manager.....Fred G. Goddard
Chief Announcer.....W. M. McGoffin
Publicity Director.....Edwin J. Alexander
Musical Director.....Linda Flower
Chief Engineer.....W. M. McGoffin

POLICIES

Beer and wine accepted, also foreign lan-
guage accounts.

REPRESENTATIVE

John Blair & Company

KVOS

BELLINGHAM—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: KVOS, Inc. OPERATED BY:
KVOS, Inc. BUSINESS ADDRESS: Luther Bldg.
PHONE: 4200-1627-34. TRANSMITTER LOCA-
TION: Luther Bldg. TIME ON THE AIR: 6:30
A.M. to 11:00 P.M. NEWS SERVICE: Trans-
radio Press. TRANSCRIPTION SERVICES:
World Broadcasting System, C. P. MacGregor.

PERSONNEL

President.....Rogan Jones
Advertising & Sales Manager.....Tom Schriber
Musical Director.....Henry Ehlers
Chief Engineer.....Joe Ernst

POLICIES

Hard liquor accounts are not accepted.

KELA

CENTRALIA AND CHEHALIS
EST. 1937

MUTUAL—DON LEE

FREQUENCY: 1440 Kc. POWER: 500 Watts.
OWNED BY: Central Broadcasting Corp.
OPERATED BY: Central Broadcasting Corp.
BUSINESS ADDRESS: Centralia or Chehalis.
PHONE: Chehalis 721—Centralia 721. STUDIO
ADDRESS: Centralia or Chehalis. TIME ON
THE AIR: 6:00 A.M. to 12:00 midnight. NEWS-
PAPER AFFILIATIONS: Lewis County Advo-
cate, Chehalis Bee Nugget, Centralia Tribune.
NEWS SERVICE: Transradio Press. TRAN-
SCRIPTION SERVICE: Standard Library.

PERSONNEL

President.....A. C. St. John
General Manager.....J. Elroy McCaw
Chief Announcer.....Paul Corbin
Sales Manager.....Joe Chytil
Musical & Publicity Director.....Eddie Specht
Chief Engineer.....Sam Norin

POLICIES

No hard liquor accounts accepted.

REPRESENTATIVE

John Blair & Company

KRKO

"THE VOICE OF EVERETT AND
SNOHOMISH COUNTY"
EVERETT—EST. 1923

MUTUAL—DON LEE

FREQUENCY: 1370 Kc. POWER: 50 Watts.
OWNED BY: Lee E. Mudgett. OPERATED BY:
Lee E. Mudgett. BUSINESS ADDRESS: 300
Clark Bldg. PHONE: Main 5-2-6. STUDIO
ADDRESS: 300 Clark Bldg. TIME ON THE
AIR: 7:00 A.M. to 12:00 noon—4:00 P.M. to
7:00 P.M. NEWS SERVICE: Transradio Press.
TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Chief Announcer.....Cliffe Hansen
Station Manager.....Lee E. Mudgett
Publicity Director.....Mary Kosher
Musical Director.....Maynard Borden
Chief Engineer.....Lee E. Mudgett

POLICIES

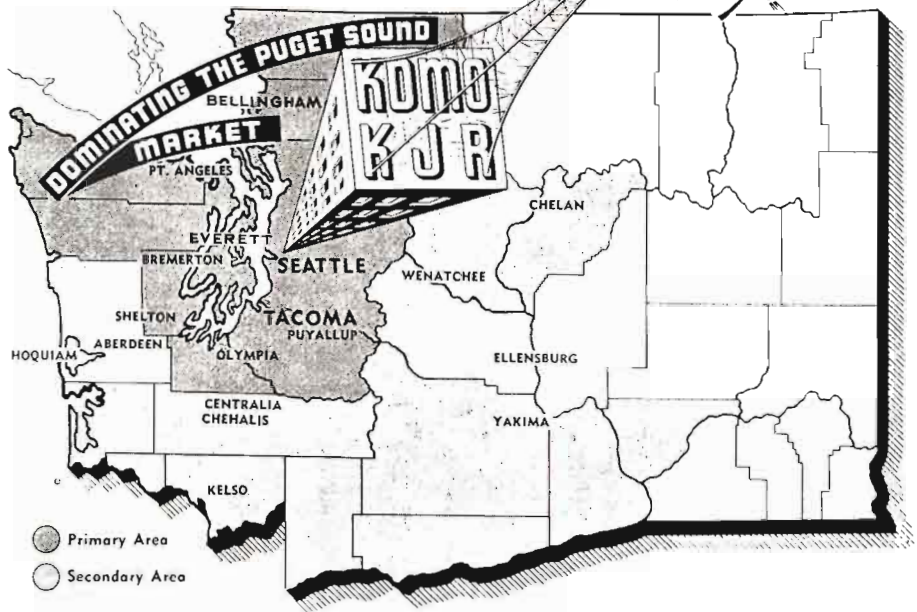
No liquor advertising accepted.

REPRESENTATIVE

Walter Biddick & Company

KOMO AND KJR ARE THE ONLY
RADIO STATIONS DELIVERING SEATTLE,
TACOMA AND WESTERN WASHINGTON

*Coverage at
 one
 rate*



K O M O
NBC • RED
5000 WATTS L.S.

COMPLETE MARKET
 DATA AVAILABLE

K J R
NBC • BLUE
5000 WATTS

SEATTLE • WASHINGTON

NATIONAL REPRESENTATIVE
EDWARD PETRY & CO., INC.
 NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

KWLK*

LONGVIEW—EST. 1937

FREQUENCY: 780 Kc. POWER: 250 Watts.
OWNED BY: Twin City Broadcasting Corp.
OPERATED BY: Twin City Broadcasting Corp.
BUSINESS ADDRESS: Longview. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

*Operating under C.P. issued by FCC at time of going to press.

KG Y

"IN WASHINGTON'S CAPITOL CITY"
OLYMPIA—EST. 1921 (non-Comm.)
1932 (Comm.)

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: KGY, Inc. OPERATED BY: KGY, Inc. BUSINESS ADDRESS: 11th & Capitol Way. PHONE: 746-1006. STUDIO ADDRESS: 11th & Capitol Way. TRANSMITTER LOCATION: 11th & Capitol Way. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (except Thursday—off at 7:30 P.M.) Silent Sunday. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President..... Louis A. Wasmer
Vice President..... Archie G. Taft
Commercial Manager..... W. R. Taft
Station Manager..... W. R. Taft
Publicity Director..... Freda Tilden
Musical Director..... Evelyn Krause
Chief Engineer..... John H. Thatcher

POLICIES

No hard liquor advertising accepted.
Merchandising: Placing of newspaper publicity; designing and distribution of placards, handbills, etc.

REPRESENTATIVE

John H. Blair & Co.

KWSC

"STATE COLLEGE ON THE AIR"
PULLMAN—EST. 1922

FREQUENCY: 1220 Kc. POWER: 5000 Watts. d.; 1000 n. OWNED BY: State College of Wash. OPERATED BY: State College of Wash. BUSINESS ADDRESS: State College. PHONE: 376M. STUDIO ADDRESS: State College. TRANSMITTER LOCATION: Pullman. TIME ON THE AIR: 6:45 A.M. to 10:00 P.M.

PERSONNEL

President..... E. O. Holland
Chief Announcer..... Del Berthoff
Station Manager..... Kenneth E. Yeend
Chief Engineer..... Larry Mallach

POLICIES

No commercial broadcasting whatsoever.

KEEN

"YOUR KEEN STATION"
SEATTLE—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: KVL, Inc. OPERATED BY: KVL, Inc. BUSINESS ADDRESS: Smith Tower. PHONE: Seneca 0070. STUDIO ADDRESS: Smith Tower. TRANSMITTER LOCATION: Smith Tower. TIME ON THE AIR: 12:00 noon to 11:00 P.M. TRANSCRIPTION SERVICE: Usual.

PERSONNEL

President..... Arthur C. Dailey
Commercial Manager..... Arthur C. Dailey
Station Manager..... Arthur C. Dailey
Sales Manager..... Hal Pearce
Publicity Director..... H. Portor
Publicity Director..... L. D. Woodruff
Chief Engineer..... R. E. Reynolds

POLICIES

No liquor accounts accepted. Accepts foreign language business.

KIRO

"THE FRIENDLY STATION"

SEATTLE—EST. 1927 as K P C B

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 1000 Watts.
OWNED BY: Queen City Broadcasting Co. OPERATED BY: Queen City Broadcasting Co. BUSINESS ADDRESS: Cobb Bldg. PHONE: Seneca 1500. STUDIO ADDRESS: Cobb Bldg. TRANSMITTER LOCATION: 2nd and Union Sts. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. daily except Sunday. Sunday 7:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Langworth and Standard Radio.

PERSONNEL

President..... Louis K. Lear
Commercial Manager..... Loren B. Stone
Chief Announcer..... Maurice Rider
Station Manager..... H. J. Quilliam
Sales Manager..... J. A. Morton
Publicity Director..... Henry M. Norton
Chief Engineer..... James Hatfield

POLICIES

Does not accept hard liquor; takes foreign languages at specified hours.

REPRESENTATIVE

John Blair & Company

KJR

"SEATTLE'S PIONEER RADIO STATION"

SEATTLE—EST. 1921

NBC (PACIFIC COAST BLUE)

FREQUENCY: 970 Kc. POWER: 5000 Watts.
OWNED BY: National Broadcasting Co. OPERATED BY: Fisher's Blend Station, Inc.

BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....O. W. Fisher
 Commercial Manager.....H. M. Feltis
 Advertising Manager.....H. M. Feltis
 Chief Announcer.....Bennett Fisher
 Station Manager.....Birt F. Fisher
 Sales Manager.....H. M. Feltis
 Publicity Director.....Bob Ackerley
 Chief Engineer.....Francis Brott

POLICIES

Accepts no hard liquor advertising. Accepts Scandinavian (foreign) language accounts. Limit to 10 per cent commercial content.

REPRESENTATIVE

Edward Petry & Co., Inc.

KOL

SEATTLE—EST. 1922

MUTUAL—DON LEE

FREQUENCY: 1270 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Seattle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Northern Life Tower. PHONE: Main 2312. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1110 West Florida. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press, local news through Seattle Post Intelligencer. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library.

PERSONNEL

Vice President.....Archie Taft
 Commercial Manager.....E. D. Pederson
 Chief Announcer.....Wilson Arthur Edwards
 Station Manager.....E. D. Pederson
 Publicity Director.....Margaret Emahiser
 Musical Director.....Don Isham
 Chief Engineer.....A. L. Henderson

POLICIES

Liquor advertising not acceptable.

REPRESENTATIVE

John Blair & Co.

KOMO

"FISHER'S BLEND STATION"

SEATTLE—EST. 1925

NBC (PACIFIC COAST RED)

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Fisher's Blend Station Inc. OPERATED BY: Same. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave.,

S. W. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 midnight. (Sunday) 8:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....O. W. Fisher
 Commercial Manager.....H. M. Feltis
 Advertising Manager.....H. M. Feltis
 Chief Announcer.....Bennett Fisher
 Station Manager.....Birt F. Fisher
 Sales Manager.....H. M. Feltis
 Publicity Director.....Bob Ackerley
 Chief Engineer.....Francis Brott

POLICIES

Accepts no hard liquor advertising, or foreign language accounts. Commercial content limited to 10 per cent of program time.

We have no special merchandising feature. We send out all publicity releases to the publications using radio news.

REPRESENTATIVE

Edward Petry & Co., Inc.

KRSC

SEATTLE—EST. 1926

FREQUENCY: 1120 Kc. POWER: 250 Watts. OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 819 Fairview Place. PHONE: Elliot 3480. STUDIO ADDRESS: 819 Fairview Place. TRANSMITTER LOCATION: 819 Fairview Place. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President.....P. K. Leberman
 Commercial Manager.....R. C. Fuller
 Chief Announcer.....Ted Bell
 Station Manager.....Robt. E. Priebe
 Publicity Director.....E. B. Rivers
 Musical Director.....Robt. S. McCaw
 Chief Engineer.....George A. Freeman

POLICIES

No liquor, wine or beer; no foreign language accounts; no proprietary medicine accounts.

Merchandising: Supports advertisers with publicity in sixteen weekly community newspapers. Circulation 80,000. Arranges window displays, and contacts local distributors.

REPRESENTATIVE

Joseph Hershey McGillvra

KTW

"FOR THE GOSPEL AND THE CONSTITUTION"

SEATTLE—EST. 1919

FREQUENCY: 1220 Kc. POWER: 1000 Watts. OWNED BY: The First Presbyterian Church of Seattle. OPERATED BY: Same. BUSINESS

PERSONNEL

President.....Louis Wasmer
Chief Announcer.....Harry Lantry
Station Manager.....Harvey Wixson
Assistant Manager.....Herb Wixson
Musical Director.....Marian Boyle
Chief Engineer.....A. G. Sparling

POLICIES

No hard liquor accounts accepted.

REPRESENTATIVE

Edward Petry & Co., Inc.

KMO

"THE VOICE OF TACOMA"

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK

FREQUENCY: 1330 Kc. POWER: 1000 Watts.
OWNED BY: KMO, Inc. OPERATED BY: KMO,
Inc. BUSINESS ADDRESS: 914½ Broadway.
PHONE: Main 4144. STUDIO ADDRESS: 914½
Broadway. TRANSMITTER LOCATION: 1½
miles east of Tacoma. TIME ON THE AIR:
6:00 A.M. to 12:00 midnight. NEWS SERVICE:
Transradio Press. TRANSCRIPTION SERVICES:
World Broadcasting System; NAB Library.

PERSONNEL

President.....Carl E. Haymond
Commercial Manager.....Jack Buchanan
Advertising Manager.....Roscoe Smith
Chief Announcer.....Harry Jordan
Station Manager.....Carl E. Haymond
Sales Manager.....Jack Buchanan
Publicity Director.....Larry Huesby
Musical Director.....Larry Huesby
Chief Engineer.....Joe Kolesar

POLICIES

No liquor advertising. Accepts foreign lan-
guage accounts.

Advertise all of commercial accounts in
"Shopping News."

REPRESENTATIVE

John Blair & Company

KVI

"THE PUGET SOUND STATION"

TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 Watts,
d.; 1000 Watts, n. OWNED BY: Puget Sound
Broadcasting Co. OPERATED BY: Same.
BUSINESS ADDRESS: W. R. Rust Bldg. PHONE:
BR. 4211, 2, 3-Tacoma; Ma. 1171-Seattle.
STUDIO ADDRESS: W. R. Rust Bldg.-Tacoma.
Olympic Hotel.-Seattle. TRANSMITTER LO-
CATION: Vashon Island. TIME ON THE AIR:
6:00 A.M. to midnight. NEWSPAPER AFFILI-
ATION: Tacoma News Tribune. NEWS SERV-
ICE: Associated Press (non-commercial).

PERSONNEL

President.....Vernice Boulianne
Commercial Manager.....Edward J. Jansen
Advertising Manager.....Elvin E. Evans
Chief Announcer.....H. J. McAllister
Station Manager.....Vernice Boulianne
Sales Manager.....Edward J. Jansen
Publicity Director.....Dorothy Doernbecher
Musical Director.....Gunnar Anderson
Chief Engineer.....James W. Wallace

POLICIES

Does not accept foreign language or hard
liquor accounts.

Merchandising: Station makes every effort
to cooperate with accounts in special mer-
chandising or exploitation features—such as
letters to the trade, personal contacts, news-
paper publicity stories, etc.

REPRESENTATIVE

Free & Peters, Inc.

KUJ

"SERVING THE NORTHWEST'S RICHEST
AGRICULTURAL AREA"

WALLA WALLA—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: KUJ, Inc. OPERATED BY: KUJ,
Inc. BUSINESS ADDRESS: 2nd and Rose Sts.
PHONE: 1230. STUDIO ADDRESS: 2nd and
Rose Sts. TRANSMITTER LOCATION: 2nd and
Rose Sts. TIME ON THE AIR: 6:30 A.M. to
10:00 P.M. NEWS SERVICE: Transradio News.
TRANSCRIPTION SERVICE: World Broadcast-
ing System.

PERSONNEL

President.....H. E. Studebaker
Commercial Manager.....Jerry Jensen
Advertising Manager.....Norval Arnes
Chief Announcer.....Dick Crombie
Station Manager.....H. E. Studebaker
Sales Manager.....Jerry Jensen
Publicity Director.....Esther Engelhardt
Musical Director.....Roy Dorr
Chief Engineer.....Milton MacLafferty

POLICIES

No liquor accounts accepted.

REPRESENTATIVES

Cox & Tanz, Philadelphia
Sears & Ayer, Chicago
Walter Biddick Co., Pacific Coast

KPQ

WENATCHEE—EST. 1930
MUTUAL—DON LEE BROADCASTING
COMPANY

FREQUENCY: 1500 Kc. POWER: 250 Watts,
d.; 100 Watts, n. OWNED BY: Wescoast
Broadcasting Co. OPERATED BY: Wescoast
Broadcasting Co. BUSINESS ADDRESS: KPQ

Bldg. PHONE: 45 and 875. STUDIO ADDRESS: KPQ Bldg. TIME ON THE AIR: 7:00 A.M. to 11:15 P.M. (Daily); 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: World Broadcasting System; C. P. MacGregor; NBC Thesaurus.

PERSONNEL

President Rogan Jones
 Commercial Manager..... John K. Dykeman
 Advertising Manager..... John K. Dykeman
 Chief Announcer..... Pat Hayes
 Station Manager..... Cole E. Wylie
 Sales Manager..... Cole E. Wylie
 Publicity Director..... Fred W. Purdom
 Chief Engineer..... Lon Hunt

POLICIES

Accepts beer and wine accounts.
 Gives publicity in all news casts; sales force gives advertisers special cooperation.

KIT

"VOICE OF THE YAKIMA VALLEY"
 YAKIMA—EST. 1929
 MUTUAL—DON LEE BROADCASTING
 SYSTEM

FREQUENCY: 1250 Kc. POWER: 500 LS-250
 Watts, n. OWNED BY: Carl E. Haymond. OP-

ERATED BY: Carl B. Haymond. BUSINESS ADDRESS: 109½ E. Yakima Ave. PHONE: 8115, 8116, 4513. STUDIO ADDRESS: 109½ E. Yakima Ave. TRANSMITTER LOCATION: Old Town, Wn. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: World Broadcasting System. C. P. MacGregor Program Service.

PERSONNEL

President..... Carl E. Haymond
 Commercial Manager..... J. A. Murphy
 Chief Announcer..... Bob Dyal
 Resident Station Manager..... J. A. Murphy
 Sales Manager..... J. A. Murphy
 Publicity Director..... P. Wick
 Musical Director..... Harrison Miller
 Chief Engineer..... H. B. Murphy

POLICIES

Accepts beer and wine advertising, also foreign language accounts.
 Will set up dealer displays in territory within five mile radius of station and will mail out dealer helps at cost to advertiser.

REPRESENTATIVE

John Blair & Company

WEST VIRGINIA

Population 1,865,000

Number of Families 396,100

Number of Radio Homes 274,900

Retail Sales \$332,190,000

Auto Registrations 280,015

WHIS

BLUEFIELD

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 watts, n. OWNED BY: Daily Telegraph Printing Co. OPERATED BY: Daily Telegraph Printing Co. BUSINESS ADDRESS: Bodell Bldg. STUDIO ADDRESS: Bodell Bldg. TRANSMITTER LOCATION: Bluefield. TIME ON THE AIR: Week days, 6:15 A.M. to 10:00 P.M. Sundays, 9:00 A.M. to 9:00 P.M. NEWS-PAPER AFFILIATION: Bluefield Daily Telegraph. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Manager..... C. H. Murphy, Jr.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.
 Merchandising service available.

REPRESENTATIVE

E. Katz Special Advertising Agency

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: John A. Kennedy. OPERATED BY: M. C. Watters, Station Manager. BUSINESS ADDRESS: Lee St.

PHONE: 2-8131-2-3-4. STUDIO ADDRESS: Lee St. TRANSMITTER LOCATION: 6 miles from Charleston. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Service.

PERSONNEL

President.....John A. Kennedy
 Commercial Manager.....E. B. Ferguson
 Artists' Bureau Head.....P. Dressler
 Chief Announcer.....J. Foster
 Station Manager.....D. E. Kendrick
 Sales Manager.....E. Ferguson
 Publicity Director.....J. P. Grose
 Musical Director.....H. McWhorter
 Chief Engineer.....Odes Robinson

POLICIES

Accepts liquor advertising. Foreign language programs accepted at certain hours. Complete merchandising service available at cost.

REPRESENTATIVE

Edward Petry Co.

WBLK

"CLARKSBURG'S OWN RADIO STATION"

CLARKSBURG—EST. 1937
 THE WEST VIRGINIA NETWORK

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: Clarksburg. PHONE: 3040. STUDIO ADDRESS: Robinson Grand Theater Bldg. TRANSMITTER LOCATION: Glen Elk No. 2. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWSPAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....John A. Kennedy
 Commercial Manager.....M. F. Meyer
 Chief Announcer.....Joseph Herget
 Station Manager.....M. F. ("Monte") Meyer
 Sales Manager.....Meyer ("Mike") Layman
 Chief Engineer.....Wm. P. Heitzman

POLICIES

No stated special program policies.

WMMN

"MONONGAHELA VALLEY STATION"

FAIRMONT—EST. 1928
 COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 890 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Monongahela Valley Broadcasting Co. OPERATED BY: Monongahela Valley Broadcasting Co. BUSINESS ADDRESS: 208 Adams St. PHONE: 3100. STUDIO ADDRESS: 208 Adams St. TRANS-

MITTER LOCATION: Monongah. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcriptions.

PERSONNEL

President.....George B. Storer
 Commercial Manager.....R. C. Warden
 Artists' Bureau Head.....Murrell Poor
 Chief Announcer.....Howard Wolfe
 Station Manager.....O. J. Kelchner
 Sales Manager.....O. J. Kelchner
 Publicity Director.....C. W. Swiger
 Musical Director.....Murrell Poor
 Chief Engineer.....Clyde Heck

POLICIES

Liquor accounts accepted after 10:30 at night.

Station will cooperate to any reasonable extent with advertisers on merchandising program.

REPRESENTATIVE

John Blair & Company

WSAZ

HUNTINGTON—EST. 1927

FREQUENCY: 1190 Kc. POWER: 1000 Watts. OWNED BY: WSAZ, Inc. OPERATED BY: WSAZ, Inc. BUSINESS ADDRESS: 927½ 4th Ave. PHONE: 4106. STUDIO ADDRESS: 927½ 4th Ave. TRANSMITTER LOCATION: Pleasant Heights. TIME ON THE AIR: 6:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATIONS: Huntington Publishing Co. NEWS SERVICE: Local. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Lang-Worth.

PERSONNEL

President.....W. C. McKellar
 Commercial Manager.....J. H. Henry
 Advertising Manager.....V. C. Bailey
 Chief Announcer.....C. Schroeder
 Station Manager.....W. C. McKellar
 Sales Manager.....J. H. Henry
 Publicity Manager.....V. C. Bailey
 Musical Director.....Charles Schroeder
 Chief Engineer.....Glenn E. Chase

POLICIES

Beer and wines and foreign language accounts accepted.

Will make coincidental surveys, retail outlet surveys, furnish newspaper, billboard, and direct mail counsel and copy, outlet contacts, newspaper publicity, etc., at expense—on cost basis—of advertiser.

WPAR

PARKERSBURG—EST. 1935
 CBS—WEST VIRGINIA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Ohio Valley Broadcasting Corp. OPERATED BY: Ohio Valley Broadcasting

Corp. **BUSINESS ADDRESS:** 107½ Market St.
TRANSMITTER LOCATION: Gihon Road, Parkersburg. **TIME ON THE AIR:** 6:30 A.M. to 12:30 P.M. **Unlimited. NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** NBC Thesaurus Library.

PERSONNEL

President.....John A. Kennedy
 Chief Announcer.....Paul Schimmel
 Station Manager.....L. L. "Jake" Jaquier
 Sales Manager.....Abe Rauch
 Musical Director.....Sarah Heermans
 Chief Engineer.....Marion McDowell

POLICIES

Continuity requirements to be met on liquor and foreign language accounts.

Normal contacts made with dealers and distributors, circulars and letters written and mailed; special display cards furnished and distributed; special directional announcements made.

WVVA

"THE FRIENDLY VOICE FROM OUT OF THE HILLS OF WEST VIRGINIA"

WHEELING—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1160 Kc. **POWER:** 5000 Watts. **OWNED BY:** West Virginia Broadcasting Co. **OPERATED BY:** West Virginia Broadcasting Co. **BUSINESS ADDRESS:** Hawley Bldg. **PHONE:** Wheeling 5383. **STUDIO ADDRESS:** Hawley Bldg. **TRANSMITTER LOCATION:** Near West Liberty. **TIME ON THE AIR:** Opening 6:00 A.M.—Closing varies due to time division from 8:00 P.M. to 2:00 A.M. **NEWSPAPER AFFILIATION:** Greater Wheeling Home Talk. **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** Fairchild-Morse Recording Equipment.

PERSONNEL

President.....George B. Storer
 Commercial Manager.....George W. Smith
 Station Manager.....George W. Smith
 Sales Manager.....George W. Smith
 Publicity Director.....Paul J. Miller
 Chief Engineer.....Glenn G. Boudy

POLICIES

Accepts only advertising for beer—up to 6 per cent alcoholic content.

REPRESENTATIVE

John Blair & Company

WISCONSIN

Population 2,926,000

Number of Families 705,825

Number of Radio Homes 653,650

Retail Sales \$871,832,000

Auto Registrations 835,178

WEAU

EAU CLAIRE

FREQUENCY: 1050 Kc. **POWER:** 1000 Watts. **OWNED BY:** Central Broadcasting Co. **OPERATED BY:** Central Broadcasting Co. **BUSINESS ADDRESS:** 203 S. Barstow St. **STUDIO ADDRESS:** Same. **TRANSMITTER LOCATION:** Eau Claire. **TIME ON THE AIR:** Shares time with KFBI. **NEWSPAPER AFFILIATION:** Superior Evening Telegram. **TRANSCRIPTION SERVICE:** World Broadcasting System.

PERSONNEL

Manager.....John J. Stuck

REPRESENTATIVE

Craig & Hollingbery, Inc.

KFIZ

FOND-DU-LAC—EST. 1922

WISCONSIN RADIO NETWORK

FREQUENCY: 1420 Kc. **POWER:** 100 watts. **OWNED BY:** Reporter Printing Co. **OPERATED BY:** Reporter Printing Co. **BUSINESS ADDRESS:** 18 W. 1st St. **PHONE:** 356. **STUDIO ADDRESS:** 18 W. 1st St. **TRANSMITTER LOCATION:** 18 W. 1st St. **TIME ON THE AIR:** 8:00 a.m. to 9:00 p.m. (full time license). **NEWSPAPER AFFILIATIONS:** Fond-du-Lac Commonwealth Reporter. **NEWS SERVICE:** United Press.

REPRESENTATIVE

Small & Brewer, Inc.

WHBY

"VOICE OF THE FOX RIVER VALLEY"

GREEN BAY—EST. 1925
WISCONSIN RADIO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College. BUSINESS ADDRESS: Bellin Bldg. PHONE: Adams 1, Adams 2. STUDIO ADDRESS: Bellin Bldg. TRANSMITTER LOCATION: W. De Pere. TIME ON THE AIR: Daily 7:00 a.m. to 10:00 p.m., Sunday 9:00 a.m. to 10:00 p.m. MAINTAINS ARTIST BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, C. P. MacGregor.

PERSONNEL

President B. H. Pennings
Commercial Manager Val Schneider
Artists Bureau Head Em Owen
Chief Announcer Bert Mulroy
Station Manager J. A. Wagner
Sales Manager W. C. Wester
Publicity Director Alf. W. Michel
Musical Director Em Owen
Chief Engineer Wallace J. Stangel

POLICIES

No special restrictions as long as ethics of various firms and advertising rules are observed.

Merchandising department which has staged special sales drives in connection with introducing products into the territory by contacting retail outlets. The Radio Beacon, 16-page weekly radio magazine, Alf. W. Michel, editor, is published by WHBY, Inc., and advertisers may use space in this publication to tie up with radio programs. Publication has circulation of 10,000 in the station's listening radius.

REPRESENTATIVE

Small & Brewer, Inc.

WTAQ

GREEN BAY—EST. 1922
COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 1000 watts. OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College. BUSINESS ADDRESS: Bellin Bldg. PHONE: Adams 1, Adams 2. STUDIO ADDRESS: Bellin Bldg. TRANSMITTER LOCATION: W. De Pere. TIME ON THE AIR: Daily 7:00 a.m. to 12:00 midnight; Sundays 10:00 a.m. to 12:00 midnight. MAINTAINS ARTISTS BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor, NBC Thesaurus.

PERSONNEL

President B. H. Pennings
Commercial Manager Val Schneider

Artists Bureau Head Em Owen
Chief Announcer Bert Mulroy
Station Manager J. A. Wagner
Sales Manager W. C. Wester
Publicity Director Alf. W. Michel
Musical Director Em Owen
Chief Engineer Wallace J. Stangel

POLICIES

No restrictions aside from requiring ethics of advertising be observed strictly in handling of any account.

Merchandising department and The Radio Beacon. Former department makes merchandising contacts while Beacon is weekly radio magazine containing weekly logs of stations heard in territory and interesting radio news from the local station and from networks. Circulation 10,000.

REPRESENTATIVE

Small & Brewer

WCLO

JANESVILLE—EST. 1930

WISCONSIN BROADCASTING COMPANY

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Gazette Printing Co. OPERATED BY: Same. BUSINESS ADDRESS: 200 E. Milwaukee St. PHONE: 2505. STUDIO ADDRESS: 200 E. Milwaukee St. TRANSMITTER LOCATION: S. Oakhill Ave. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: The Janesville Daily Gazette. NEWS SERVICE: Transradio Press and 135 local newspaper correspondents. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, and Standard Library.

PERSONNEL

President S. H. Bliss
Commercial Manager V. A. Weber
Advertising Manager V. A. Weber
Artists' Bureau Head John Dixon
Chief Announcer Chas. Lueth
Station Manager John Dixon
Sales Manager Thos. G. Murphy
Publicity Director Villette DuCray
Musical Director Della Deen Orr
Chief Engineer Chas. Brannen

POLICIES

No liquor advertising. Foreign language accounts accepted. Patent medicine accounts must first be approved by management.

Merchandising: All commercial programs exploited through the news columns of the Janesville Daily Gazette, with 15,000 circulation, 35-mile radius. Art Department will plan and produce point of sale display tie-up and merchandising department works with field representatives. Weekly bulletins to entire drug and grocery mailing list publicizes new

programs. Several currently running test campaigns produced and exploited through close cooperation with agencies.

REPRESENTATIVE

Small & Brewer

WKBH

"CONNECTING LINK BETWEEN CHICAGO AND MINNEAPOLIS"
LA CROSSE

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts. OWNED BY: WKBH, Inc. OPERATED BY: WKBH, Inc. BUSINESS ADDRESS: Radio Building, 409 Main St. PHONE: 450. STUDIO ADDRESS: Radio Building, 409 Main St. TRANSMITTER LOCATION: R.F.D., La Crosse. TIME ON THE AIR: 6:00 a.m. to 11:00 p.m. NEWS SERVICES: Transradio Press, Our own reporter to cover local news. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President..... Otto M. Schlabbach
Commercial Manager..... Chas. F. Callaway
Advertising Manager..... Chas. F. Callaway
Program Director..... Bernice Callaway
Station Manager..... Otto M. Schlabbach
Sales Manager..... Chas. F. Callaway
Publicity Director..... Chas. F. Callaway
Musical Director..... Johan Fossum
Chief Engineer..... Al Leeman

POLICIES

No liquor advertising accepted. Beer and foreign language programs accepted if programs are up to standard compared with other programs broadcast over WKBH.

Advance spot announcements. Personal calls on dealers in La Crosse and Winona. Letters to outside dealers. Advance publicity in city and country papers. Full cooperation with client to bring desired results.

REPRESENTATIVE

Small & Brewer Inc.

WHA

MADISON—EST. 1937

FREQUENCY: 940 Kc. POWER: 5000 Watts. OWNED BY: University of Wisconsin. OPERATED BY: University of Wisconsin. BUSINESS ADDRESS: Madison. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to local sunset.

PERSONNEL

Director..... H. B. McCarty

POLICIES

Station does not sell time.

WIBA

MADISON—EST. 1924

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Badger Broad-

casting Co. OPERATED BY: Badger Broadcasting Co. BUSINESS ADDRESS: 111 King St. PHONE: Fairchild 8800. STUDIO ADDRESS: 111 King St. TRANSMITTER LOCATION: Rt. 5. Madison. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Capital Times, Wisconsin State Journal, Daily Cardinal. NEWS SERVICE: United Press, and own local news bureau. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus.

PERSONNEL

President..... William T. Erue
Commercial Manager..... W. E. Walker
Advertising Manager..... W. E. Walker
Program Manager..... K. F. Schmitt
Publicity Director..... K. F. Schmitt
Musical Director..... Dr. Sigfrid Prager
Chief Engineer..... M. F. Chapin

POLICIES

No liquor advertising accepted. Merchandising occasionally and to a limited extent.

REPRESENTATIVE

Small & Brewer (Chicago)

WOMT

MANITOWOC—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Francis M. Kadow. OPERATED BY: Same. BUSINESS ADDRESS: Radio Bldg. PHONE: 167-400W. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 11110 Washington St. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

General Manager..... R. Shireman
Chief Announcer..... W. Sears
Station Manager..... F. M. Kadow
Sales Manager..... E. Cobb
Chief Engineer..... W. Dubin

POLICIES

No restrictions on liquor and beer advertisements. No foreign language accounts accepted.

Merchandising through window card supplied by station and placed on long term accounts. Also movie trailers for outstanding program accounts.

WEMP

"THE FRIENDLY STATION"

MILWAUKEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY Milwaukee Broadcasting Co. OPERATED BY: Milwaukee Broadcasting Co. BUSINESS ADDRESS: 710 N. Plankinte. PHONE: Marquette 7722. STUDIO ADDRESS: 711 Empire Bldg. TRANSMITTER LOCATION:

710 Empire Bldg. TIME ON THE AIR: Sunup to local Sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Transcription Service.

PERSONNEL

President.....H. L. Mount
 Commercial Manager.....Gene T. Dyer
 Advertising Manager.....Glenn Roberts
 Chief Announcer.....Chas. La Force
 Station Manager.....C. J. Lanphier
 Sales Manager.....Roy O. Pearson
 Publicity Director.....Chas. A. La Force
 Musical Director.....Florence Bettry-Kelly
 Chief Engineer.....Raymond Host

POLICIES

Accept liquor and foreign language programs, subject to station supervision.

REPRESENTATIVE

Weston, Frykman and Allen

WISN

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1120 Kc. POWER: 1000 watts. OWNED BY: Hearst Radio, Inc. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: 123 W. Michigan. PHONE: Daly 3900. STUDIO ADDRESS: 123 W. Michigan. TRANSMITTER LOCATION: 231 W. Michigan. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWS-PAPER AFFILIATIONS: Milwaukee News, Milwaukee Sentinel, Sunday News-Sentinel. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Library.

PERSONNEL

Station Manager.....G. W. Grignon
 Sales Manager.....R. N. Weil
 Publicity Director.....E. Williams
 Musical Director.....E. Krebs
 Chief Engineer.....D. A. Weller

POLICIES

Liquor accounts after 10 p.m. with live talent only.

Promote new programs over air.

REPRESENTATIVE

Hearst Radio Inc.

WTMJ

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Milwaukee Journal. OPERATED BY: The Milwaukee Journal. BUSINESS ADDRESS: Milwaukee. PHONE: Marquette 6000. STUDIO ADDRESS: 333 W. State St. TRANSMITTER LOCATION: 12 miles west of Milwaukee on Blue Mound Road. TIME ON THE AIR: 6:30 a.m. to 12:30 a.m. MAINTAINS ARTISTS BUREAU. NEWS-PAPER AFFILIATIONS: The Milwaukee Journal. NEWS SERVICE: United Press.

TRANSCRIPTION SERVICE: Associated Library, Thesaurus Library, Standard Library, Standard Popular Supplement Library.

PERSONNEL

Station Manager.....D. B. Abert
 Asst. Manager.....R. G. Winnie
 Commercial Manager.....Wm. F. Dittman
 Artists Bureau Head.....L. W. Herzog
 Chief Announcer.....Robt. Heiss
 Continuity Director.....Russ W. Tolg
 Publicity Director.....Harry Elord
 Musical Director.....Wm. J. Benning
 Chief Engineer.....D. W. Gellerup

POLICIES

No liquor advertising. Foreign language accounts not encouraged.

Furnishes special merchandising on cost basis.

REPRESENTATIVE

Edward Petry & Company

WIBU

"THE FRIENDLY FARMER STATION"

POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Wm. C. Forrest. OPERATED BY: Same. BUSINESS ADDRESS: Poynette. PHONE: 97R5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Baraboo News Republic. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, Radio Transcription Company.

PERSONNEL

Station Manager.....Wm. C. Forrest
 Chief Announcer.....Donald Zook
 Chief Engineer.....Leonard Dose

POLICIES

Policy governed by station belief in maintaining programs in public interest.

Merchandising: Station has studios in five communities: namely, Poynette, Portage, Baraboo, Madison and Beaver Dam. This close contact with the social and distribution areas surrounding these communities makes possible merchandising effectiveness in a large general area which extends generally to WIBU full coverage.

WRJN

RACINE—EST. 1926

FREQUENCY: 1370 Kc. POWER: 250 Watts.

OWNED BY: Racine Broadcasting Corp. OPERATED BY: WRJN Staff Assoc. BUSINESS ADDRESS: American Bank Bldg. PHONE: Jackson 290. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: Mt. Pleasant.
 TIME ON THE AIR: 8:00 A.M. to 11:00 P.M.
 NEWSPAPER AFFILIATIONS: Racine Journal-Times. NEWS SERVICE: Transradio Press. AP and UP. TRANSCRIPTION SERVICES: NEC Thesaurus and Lang-Worth. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....F. R. Starbuck
 Commercial Manager.....H. S. Mann
 Advertising Manager.....H. J. Newcomb
 Artists Bureau Head.....R. W. Conrad
 Chief Announcer.....R. W. Conrad
 Station Manager.....H. S. Mann
 Sales Manager.....H. J. Newcomb
 Publicity Director.....Kent Owens
 Musical Director.....R. W. Conrad
 Chief Engineer.....F. Lee Dechant

POLICIES

Internal medicine accounts accepted only on approval of station management.

REPRESENTATIVES

Small & Brewer, Chicago
 Spot Broadcasting, New York

WHBL

SHEBOYGAN—EST. 1927

FREQUENCY: 1300 Kc. POWER: 250 watts.
 OWNED BY: Press Publishing Co. OPERATED BY: Press Publishing Co. BUSINESS ADDRESS: Sheboygan. PHONE: 1900. STUDIO ADDRESS: 636 Center Ave. TRANSMITTER LOCATION: R R 3 Sheboygan, Wis. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. NEWS-PAPER AFFILIATIONS: Sheboygan Press. NEWS SERVICE: United Press Radio Wire. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: World Broadcasting Co., Standard Transcription Service, NBC Thesaurus.

PERSONNEL

President.....C. E. Broughton
 Commercial Manager.....H. P. Furstenau
 Chief Announcer.....Glen James
 Bus. Mgr.....H. H. Born
 Publicity Director.....E. Zufelt
 Musical Director.....M. J. Pope
 Chief Engineer.....Herbert Mayer

POLICIES

Merchandise manager calls on the trade in trading area.

WLBL

"WISCONSIN LAND OF BEAUTIFUL LAKES"

STEVENS POINT—EST. 1924

FREQUENCY: 900 Kc. POWER: 5000 watts.
 OWNED BY: State of Wisconsin-Department

of Agriculture and Markets. OPERATED BY: Department of Agriculture and Markets. BUSINESS ADDRESS: 444 Main St. PHONE: 525. STUDIO ADDRESS: 444 Main St. TRANSMITTER LOCATION: Auburndale. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATIONS: Central Wisconsin Herald. NEWS SERVICE: United Press.

PERSONNEL

Chief Announcer.....W. P. Wichmann
 Station Manager.....F. R. Calvert
 Chief Engineer.....H. O. Brickson

POLICIES

Non-commercial.

REPRESENTATIVE

F. R. Calvert

WDSM*

SUPERIOR—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts.
 OWNED BY: Fred A. Baxter. OPERATED BY: Fred A. Baxter. BUSINESS ADDRESS: Superior. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

*Operating under C.P. issued by FCC at time of going to press.

WSAU

WAUSAU—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: Northern Broadcasting Co., Inc. OPERATED BY: Northern Broadcasting Co., Inc. BUSINESS ADDRESS: 113-115 Third St. PHONE: 6521. STUDIO ADDRESS: 113-115 Third St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 10:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....W. E. Walker
 Commercial Manager.....Wayne W. Cribb
 Advertising Manager.....Wayne W. Cribb
 Program Director.....Donald R. Burt
 Station Manager.....Wayne W. Cribb
 Sales Manager.....Wayne W. Cribb
 Publicity Director.....Denmann Arnold
 Musical Director.....Ethel Huebner
 Chief Engineer.....Roland Richardt

POLICIES

All copy must bear written acceptance of station management.

Merchandising: Maintains merchandising service along newspaper lines.

REPRESENTATIVE

Small & Brewer, Inc.

WYOMING

Population 235,000

Number of Families 58,840

Number of Radio Homes 51,500

Retail Sales \$82,681,000

Auto Registrations 76,603

KDFN

CASPER—EST. 1930

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: D. L. Hathaway. OPERATED BY: D. L. Hathaway. BUSINESS ADDRESS: Box 930. PHONE: 407. STUDIO ADDRESS: 1st and Lennox Sts. TIME ON THE AIR: 7:30 a.m. to 9:00 p.m. NEWS SERVICE: Radio News and Transradio Press. TRANSCRIPTION SERVICE: Langlois Wentworth Feature Programs, Standard Radio Library and Popular Supplement.

PERSONNEL

Commercial Manager.....F. R. Hufsmith
Chief Announcer.....M. Nichols
Station Manager.....D. L. Hathaway
Sales Manager.....D. L. Hathaway
Publicity Director.....F. R. Hufsmith
Chief Engineer.....F. Wickencamp

POLICIES

Liquor advertising accepted with reservations on program, and program times.

REPRESENTATIVES

Sears and Ayer, Craig and Hollingbery Inc.
James F. Fay, Walter Biddick Co.

KWYO

"VOICE OF WYOMING"
SHERIDAN—EST. 1934

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Bighorn Broadcasting Co. OPERATED BY: Bighorn Broadcasting Co. BUSINESS ADDRESS: Sheridan. PHONE: 601-2. STUDIO ADDRESS: 340 W. Main St. TIME ON THE AIR: 7:00 a.m. to 10:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio.

PERSONNEL

President.....R. E. Carroll
Chief Announcer.....H. W. Siebert
Station Manager.....B. H. Middleton
Chief Engineer.....Eli Daniels

POLICIES

Liquor accounts not accepted.

REPRESENTATIVE

B. H. Middleton

KVRS*

ROCK SPRINGS—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. d.; 100 watts. n. OWNED BY: Wyoming Broadcasting Co. OPERATED BY: Wyoming Broadcasting Co. BUSINESS ADDRESS: Rock Springs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

*Operating under C.P. issued by FCC. at time of going to press.

TERRITORIES AND POSSESSIONS

Alaska

KFQD

"VOICE OF THE GOLDEN NORTH"
ANCHORAGE—EST. 1924

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: R. E. McDonald. BUSINESS ADDRESS: Anchorage. PHONE: Black 143. STUDIO ADDRESS: Anchorage. TRANSMITTER LOCATION: 411 Fourth Ave. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Own correspondents in numerous parts of Alaska. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....R. E. McDonald
Commercial Manager.....R. E. McDonald
Advertising Manager.....R. E. McDonald
Chief Announcer.....Ken Laughlin
Station Manager.....R. E. McDonald
Musical Director.....Ken Laughlin
Chief Engineer.....Wm. J. Wagner

POLICIES

No foreign language accounts. Liquor accounts accepted only on approval.

Merchandising through window displays. Handles sponsor's station mail.

REPRESENTATIVE

Walter Biddick Co.

KINY

JUNEAU—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Goldstein Bldg. PHONE: 197. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:30 P.M. NEWS SERVICE: Local News. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth.

PERSONNEL

Owner Edwin A. Kraft
Commercial Manager R. E. Barringer
Chief Announcer Wilson Foster
Station Manager C. B. Arnold
Chief Engineer C. F. Heister

POLICIES

No liquor accounts accepted.

REPRESENTATIVES

Northwest Radio Adv. Co., Inc., Seattle
Panamerican Broadcasting Co., New York

KGBU

KETCHIKAN—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts. OWNED BY: Alaska Radio and Service Co. OPERATED BY: Alaska Radio and Service Co. BUSINESS ADDRESS: KGBU Bldg. STUDIO ADDRESS: KGBU Bldg. TRANSMITTER LOCATION: Ketchikan. TIME ON THE AIR: Unlimited (actual, Part Time).

PERSONNEL

President-General Mgr. James A. Britton
Vice-President R. W. Britton

POLICIES

Advertising of hard liquors acceptable. The station reserves the right to reject any program material not consistent with the policy of the station or government regulations.

Hawaii

KHBC

HILO—EST. 1936

HAWAIIAN BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Honolulu Broadcasting Co. OP-

ERATED BY: Honolulu Broadcasting Co. BUSINESS ADDRESS: Hilo. STUDIO ADDRESS: Mainland Office, Hotel Californian, San Francisco. TIME ON THE AIR: 6:30 a.m. to 11:00 p.m. NEWSPAPER AFFILIATION: Tribune Herald of Hilo. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associate Music Publishers, C. P. MacGregor, Standard Radio, Titan Productions.

PERSONNEL

President & Gen. Mgr. Fred J. Hart
Manager of Mainland Office L. D. West
Chief Announcer Bob Glenn
Station Manager Jack Williams

POLICIES

No hard liquor accounts accepted.

Specialize in Japanese and Filipino programs.

Station maintains a well developed merchandising policy.

KGMB

HONOLULU—EST. 1929

CBS—MUTUAL—HAWAIIAN BROADCASTING SYSTEM (Regional)

FREQUENCY: 1320 Kc. POWER: 1000 watts. OWNED BY: Honolulu Broadcasting Co. OPERATED BY: Honolulu Broadcasting Co. BUSINESS ADDRESS: Mainland Office, Hotel Californian, San Francisco. TIME ON THE AIR: 6:00 a.m. to 12:00 p.m. NEWSPAPER AFFILIATION: Honolulu Star-Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated Music Publishers, C. P. MacGregor, Inc., Standard Radio, Titan Production.

PERSONNEL

President & Gen. Mgr. Fred J. Hart
Business Manager J. Howard Worrall
Advertising Manager Henry Putnam
Chief Announcer Leo Rumsey
Mainland Office Manager L. D. West
Asst. Gen. Mgr. Webley Edwards, Honolulu
Publicity Director Henry Putnam
Chief Engineer Gene Goldrup

POLICIES

No hard liquor advertising accepted.

Specializes in Japanese participating programs. Also Filipino.

A special merchandising man devotes his entire time in assisting to merchandise national accounts that are on station.

REPRESENTATIVES

Conquest Alliance Co., Inc.
New York City
Conquest Alliance Co., Inc.
Chicago
Honolulu Broadcasting Co.
Hotel Californian, San Francisco

KGU

"THE VOICE OF HAWAII"
HONOLULU—EST. 1922

NBC

FREQUENCY: 750 Kc. POWER: 2500 Watts.
OWNED BY: Marion A. Mulrony and Advertiser Publishing Co., Ltd. OPERATED BY: Advertiser Publishing Co., Ltd. STUDIO ADDRESS: 3rd Floor, Advertiser Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Honolulu Advertiser. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

General Manager M. A. Mulrony
Program Manager Donald O. Crozier
Director of Natl. Advertising R. S. Thurston
Assistant Manager Homer N. Tyson

REPRESENTATIVES

E. Katz Special Advertising Agency
Walter Biddick Co. (Coast)



Puerto Rico

WPRA

"VOICE OF THE WEST"
MAYAGUEZ—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100-250 Watts. OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: Del Rio No. 26. PHONE: 269-271. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 mile from city. TIME ON THE AIR: 7:00 to 9:00 A.M.—11:00 A.M. to 2:00 P.M.—6:00 to 10:00 P.M. NEWS SERVICE: Transradio Press.

PERSONNEL

President Andres Camara
Commercial Manager Andres Camara
Advertising Manager Patricio R. Fermaint
Chief Announcer Mario Acosta
Station Manager Patricio R. Fermaint
Publicity Director Celso Torres
Musical Director Celso Torres
Chief Engineer Ralph P. Perry

POLICIES

No other requirements than those of the Federal Communications Commission.

WPRP

"THE VOICE OF PUERTO RICO"
PONCE—EST. 1935

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Julio M. Conesa. OPERATED BY: Same. BUSINESS ADDRESS: 2 Cristina St. STUDIO ADDRESS: Same. TIME ON THE

AIR: 7:30 A.M. to 11:00 P.M. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President Julio M. Conesa
Artists Bureau Head Ruth Natal
Station Manager Julio M. Conesa
Business Manager A. Mirable
Publicity Director Luis Fortuno Janeiro
Chief Engineer Guillermo L. Santiago

POLICIES

Programs are all broadcast in Spanish, unless specially contracted for.

Newspaper publicity and sample distribution as merchandising aids.

REPRESENTATIVE

Broadcasting Abroad, Ltd.

WKAQ

SAN JUAN—EST. 1922

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: Telephone Bldg. NEW YORK OFFICE: 67 Broad St., New York City. STUDIO ADDRESS: Telephone Bldg. TRANSMITTER LOCATION: Hato Rey, P. R. TIME ON THE AIR: Unlimited.

PERSONNEL

President J. W. G. Ogilvie

WNEI

"THE LINK OF THE AMERICAS"
SAN JUAN—EST. 1934

FREQUENCY: 1290 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: Box 1252, San Juan. PHONE: 107-8. STUDIO ADDRESS: 59 Brau St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. TRANSCRIPTION SERVICES: Atlas Radio Corp., Lang-
Worth.

PERSONNEL

President Juan Piza
Commercial Manager Gustavo Diaz
Advertising Manager Gustavo Diaz
Artists Bureau Head George H. Clare
Chief Announcer Ruben Rodriguez
Station Manager Juan Piza
Sales Manager Modesto Navarro
Publicity Director George H. Clare
Musical Director Juan Piza
Chief Engineer William Greer

POLICIES

Adheres to the restrictions of the Federal Communications Commission. Also, no two programs advertising the same class of product shall follow each other.

REPRESENTATIVE

Broadcasting Abroad, Ltd.